

#GirlBoss, Entrepreneur, Philanthropist and Mom

MEET MONICA GOMEZ, CANADA'S CEO TRANSFORMING THE EVENTS INDUSTRY

Throwing a party for Justin Bieber's family? No problem. Creating an upside-down room where fans can take photos with Raptors star, Danny Green? Easy. Ensuring women have a voice and are respected in the events industry? An issue. After witnessing first-hand how women have been mistreated in the events industry, Monica Gomez, launched The Concierge Club in 2011, Canada's leading premium events and staffing agency, founded on the principle of creating an empowering working environment for women.

When starting The Concierge Club eight years ago, creating a team of inspiring women and establishing a business that would reach a national level in five years was top of mind for Monica Gomez. As a fierce entrepreneur, Gomez exceeded this goal within the first two years and more than doubled her revenue goals, truly the definition of #GirlBoss. It's Gomez's ability to lead her team to dream up innovative, crowd-stopping ideas that push boundaries and deliver results that have led to the company's success. Gomez inspires her team to think outside the box, with a creative and elevated lens and as a result, they have created widely talked about and attended events across Canada including HP Sprocket 200 with Raptors star Danny Green, Cadillac Fairview's "The Home of Team Canada" and Hyundai Canada's Spread the Warmth Campaign.

As the agency's fearless leader, Gomez works tirelessly to foster a safe and encouraging work environment for her predominately female team. Gomez's always-on management style ensures that she is available 24/7 for her staff and clients, whether it's a quick brainstorm over the phone or checking in on her team. She is a leader who is extremely invested in her team and provides vehicles for her staff to transport to and from the office, to help save on the cost of leases and insurance. Monica recognizes her team's hard work and dedication to the business and rewards her team with team bonding experiences to relax and unwind and also sporadic vacation days to celebrate the big wins. Monica's innate entrepreneurial spirit continues to enrich the industry and her team as she continues to be passionate about helping others succeed outside the organization.



When she's not busy creating buzz-worthy events for Fortune 500 businesses and celebrities, Monica can be found wearing her philanthropist hat and giving back to the community. In 2018, The Concierge Club and trusted partner, Women of Influence, joined forces to host a day of pampering and career coaching at a luxury spa- a memorable day designed to treat and empower the residents of Yellow Brick House, a safe place for abused women and children. As part of The Concierge Club's partnership, they launched a fundraiser with the goal of raising \$5,000 to support the women and children of the shelter. Gomez championed her team and rallied friends and family to be generous with not only their time to support this initiative but also with their money, after less than one week, the goal was surpassed and raised to \$7,500 to up the ante.



Francisco Garcia photo

As a mother of two, SickKids is another organization close to Monica's heart. With Gomez's unwavering desire to help those in need, The Concierge Club generously donated \$50,000, securing a plaque on the SickKids Donor wall in recognition of their contributions. As a female-led agency, The Concierge Club views supporting fellow women and girls as an integral part of their business objectives.

To learn more about how The Concierge Club is transforming the event industry, visit TheConciergeClub.ca. On social media, follow @TheConciergeClub to stay up to date on current activations.