

My name is Emma Jack and I graduated from GVSU in 2013 as a Hospitality and Tourism Management major. I discovered this great degree during my freshman year orientation and my life has never been the same.

During my time at GVSU, I was the HTM Club President and the PCMA Club President. I was able to volunteer with local Grand Rapids events through the program including Art Prize, Food and Wine Festival, and many more. I owe where I am today in my career to the amazing faculty at GVSU and my mentor, Professor Gail Zemmol.

Throughout my last two years in the program, Gail was able to secure an internship for me at Bonnaroo Music Festival and Electric Forest Music Festival. I was able to make fantastic connections that allow me to still work today.

After graduation, I moved to Chicago for three years, working in Experiential Events at Legacy Marketing. There I was able to work with incredible brands including Jameson and Corona. I executed innovative and creative events while learning about an entirely different sector of the hospitality industry.

I now am back in Michigan working freelance in different positions for onsite event activation and festival management. This year, I have been a part of Bonnaroo, EDC Vegas, Electric Forest, Lollapalooza and other experiential festival activations.

My time at GVSU not only provided me with the knowledge of this great industry, but the courage to experience many different fields within it. I cannot thank the Hospitality and Tourism Department enough for their continued support and guidance as I venture further into my career.