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Red Velvet Events names Rachel Paisley as Vice President of Business Development

Company Planning Big Growth in its 16th Year

(Austin, Texas) February 15, 2018 – Red Velvet Events, a Global DMC Partner, and full-service creative events agency, has announced the promotion of Rachel Paisley, DMCP, to Vice President of Business Development of the 15-year-old, award-winning agency. Paisley has helped transition Red Velvet Events from a small to mid-size company, whose client list boasts Tableau, Tito’s Handmade Vodka, and Marriott International. In 2018, the 27-member team will also move into its new 11,579 sq. ft. North Austin headquarters.

Paisley’s new role will include overseeing marketing operations, sales initiatives, business development, and event partner relationships. Paisley will maintain managing the creative team as the company continues to set itself apart in the Austin DMC market through technology and digital marketing, and an understanding of successfully and creatively executing innovative events.

The announcement was made by Cindy Y. Lo, DMCP, President and Owner of Red Velvet Events. “Since joining Red Velvet Events, Rachel has helped the firm double their gross revenue and is on track to doubling it again all while growing the size of the company and remaining profitable,” Lo said.

Paisley joined the Red Velvet Events team in 2014 as Director of Business Development. During her tenure with the company, she has helped Red Velvet Events to double their gross revenue in four years, and is on track to continue that trend. Paisley’s 17+ years of industry experience in hospitality, special events, and management, contributed to the team’s growth from 17 to 27 full-time employees.

Behind the Red Velvet Curtain

A regional leader, Red Velvet Events is known for a myriad of services that includes destination management, corporate events, creative services and custom production. Their thoughtfully crafted and captivating event planning has led to the agency’s establishment as a leading and competitive event production and planning company with clients from around the world. Described as ‘event architects’, Red Velvet Events curates award-winning events through the team’s acute attention to trends, detail, and determination in producing what their clients envisioned.

Red Velvet Events is continuing its growth with the expansion of a new office space set to open in 2018. Renovations are underway for the 70-year-old building in North Austin and will provide ample space for the company’s growing team.

“If it weren’t for Rachel completely taking charge of business development efforts, I wouldn’t have had the opportunity to focus my attention on buying this property, nor building it out for our team,” Lo expressed.

With Paisley driving the expansion of the company’s customer base, and managing the business development arm of the agency, Lo has moved into a more strategic role that focuses on long-term strategy for the business. Additionally, Lo recently released her first book, “Behind the Red Velvet Curtain: Build and Run the Event Planning Business of Your Dreams”.

About Rachel Paisley

Rachel Paisley is a team developer, relationship builder, and concept generator. In her seventeen years in the event industry, she has produced large scale conferences, directed hotel sales, events & catering divisions, built and operated a tent & rental company, and traveled the globe connecting clients with experiences. Her role in Business Development at Red Velvet Events has proven wildly successful, as she has developed a strong sales and marketing team to implement unique strategies to foster relationships with partners and vendors. Paisley is an expert in event strategy and employee-client relationship management. She’s not an expert in just business, though: Paisley is a traveling food & wine connoisseur.

About Red Velvet Events – Calling Austin home since 2002, Red Velvet Events is a full-service creative events agency specializing in award-winning events, making the planning process fun to orchestrate and attend, memorable, and on brand. Since its inception, owner and founder, Cindy Lo, has focused on the mission to Outplan. Outplay. Outparty! each program their team touches. Rachel Paisley is also Vice President of Austin DMC Roundtable and serves on the Global DMC Partners Advisory Board. The team combined has over 150 years of industry experience. More information about Red Velvet Events can be found at www.RedVelvetEvents.com.

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