# Making the Case for Minnesota as a Place to Work and Play

> With C-suite leaders from iconic brands keynoting sessions, leading workshops and attending networking events, Brandweek is the place to be for marketing innovation and problem-solving. Register to attend September 23–26 in Phoenix, Arizona.

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When Minnesota Gov. Tim Walz appointed Lauren Bennett McGinty to lead Explore Minnesota—the North Star state's visitor bureau—in November 2021, she had her work cut out for her.

Bringing Minnesota's tourism industry, a $16 billion business in 2019, out of its pandemic slump would take all of her experience as a marketer and lobbyist.

## Broaden your mind

Like many aspiring marketers, McGinty got her bachelor's degree in communications. But to move up at Scientific Societies, an association management nonprofit, she went back to get a master's in project management rather than a traditional MBA.

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