

Paying tribute to great leaders in transportation

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EventMover Inc.'s leading lady: Lisa Michele Chretien

Although there were other women-owned transportation companies around when Lisa Michele Chretien founded and became president of EventMover Inc. in 2001, she decided to set herself apart by specializing in tradeshow and events.

“When I started EventMover, I had a client base. We are big with automotive and do a lot of auto shows. My first was probably the Detroit Auto Show,” Chretien said. “We’ve done big tours. We introduced the first Nissan Leaf in the U.S. on a 36-city tour. We introduced it to government agencies and school systems. It was very aggressive. We have also worked with an auto manufacturer who does 72 events in five-month period.”

Along with implementing large-scale transportation and logistics programs, Chretien centered her company on delivering outstanding customer service, and she is proud EventMover retains all clients as well as has low employee turnover.



Lisa Michele Chretien

“Once we get a client, we keep the client. We have a business development team who approaches corporate America, our target market, and they get us appointments with the right people, and we present our capabilities, move into what their needs are, and gather and build programs for them,” she explained. “Employee turnover is a small percentage. A leader keeps a great team together. We have vast knowledge and probably have 150 experienced people.”

Citing her biggest contributions to her company as being a passionate and determined leader, Chretien presides over a creative team she said is always coming up with new ideas to help clients.

“Our philosophy is transportation by design; we are designing based on what our clients’ needs are,” she added.

Chretien started her transportation career at EDC Bekins and Mayflower Transit LLC in the mid-80s, and then in 2000, she went to work for Atlas Van Lines before founding EventMover. Since then, Chretien grew her leadership skills, seeing the differences in how she operated back then versus currently.

“Coming from a sales background and starting EventMover, I did things differently. I tended to act quickly when I had an idea,” she stated. “We also use to do a lot of things manually, such as taking orders on the phone. EventMover now runs on a 3PL system. We made the big change in 2008.”

A third-party logistics or 3PL system tracks a shipment from its inception until its end, such as who created the shipment, everyone who touched or changed the shipment, the budget vs. actual cost, carrier insurance and invoicing. EventMover also kept up with changes in state regulations involving vehicles as well as the trend toward lighter exhibit material, which allowed exhibitors to save on drayage and transportation costs. The evolution of the transportation and exhibition industries as well as changes within EventMover kept Chretien fully committed to her role.

“Transportation involves a lot of attention to detail. Nothing is ever the same. This keeps it intriguing. Tradeshows are very expensive. The goal is to find ways to save money and to get the job done. This kept me in the niche. It’s very specific. It has driven us to success and has driven us because we are focused on the details,” Chretien said.

As she ensured her company reached corporate America, Chretien also worked to get EventMover certified by the Women’s Business Enterprise National Council (WBENC), which bestowed her with the 2014 Women’s Business Enterprise Star award. In 2013, Women’s Business Enterprise Council – West named Chretien Advocate of the Year. That same year, she graduated from the Tuck-WBENC Executive Education Program at Dartmouth, after obtaining a full scholarship.