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## Professional Profile: Jennessa Durrani 2015

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Name: Jennessa Durrani

Title: Director

Company: IFMA Boston

Location: Andover, Mass.

Place of birth: Alta, Iowa

Family: Married with a 9 and 5 year old boy

College: Fine arts degree in Interior Design from Iowa State University and MBA from Northeastern

First job unrelated to your current field: I was a corporate interior designer for GHK (now NELSON) for 10 years in Boston

First job in current field: I left GHK to start my own corporate event planning business—Celebrate in 2001.

What does your firm do now and its plans for the future? As the director of IFMA Boston, I direct a team of two to execute all the business functions of the chapter, i.e. finance, marketing, web development, event planning, strategic planning, committee organization, etc. Why IFMA: I have been affiliated with IFMA since I was a junior designer in the mid-90s. I volunteered on the IFMA Boston/IIDA Holiday Gala for years and when I left the industry to begin my own company I always stayed in touch. The majority of my clients are in the A/E/C community. When I started my business I just turned the tables and started to market to my peers/colleagues. So IFMA Boston hired me 12 years ago to implement their special events.

and over time I grew the account until I took over as their director and administrator 5 years ago.

Hobbies: Reading, road tripping with my family and writing my blog Just Jennessa

Favorite novel: Too tough to pick

Favorite film: "Terms of Endearment"

Keys to success: Never burning a bridge—cultivating your contacts and continually reinventing the process/yourself. Keep it fresh.

If you had to choose a different profession, what would it be? I think that being a teacher would be incredibly rewarding, but far too exhausting!

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