

site Canada



Brett Madsen
Sales Executive, MUIR
Halifax, Nova Scotia

We asked Brett to share a WOW event he planned for an incentive group:

"We were able to provide an experience where our guests were able to see the Atlantic coastline by land, air and sea. It was a truly unique and bespoke experience"

**As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.
See below for Brett's full interview.**

Members Name: Brett Madsen
Title: Sales Executive
Company: MUIR
Location: Halifax

What are you most looking forward to as a SITE member?

Connecting and learning with other industry professionals.

Quick overview of your role and where you see your organization headed.

I build and develop relationships with accounts headquartered outside of Atlantic Canada for MUIR.

We are excited to share a refined and distinctly Nova Scotian hospitality experience with the goal of MUIR becoming a landmark Canadian property.

What has living in COVID times allowed you to develop or focus on that you may not have done otherwise?

It has allowed me to branch out and explore some amazing opportunities I would not have had the chance or freedom to do previously. This led to moving all the way across the country from beautiful British Columbia for the opportunity to be part of an opening of a brand new luxury build in Atlantic Canada.

Can you share with us a WOW event you planned for an incentive group and some of the key components?

We were able to provide an experience where our guests were able to see the Atlantic coastline by land, air and sea.

It is a truly unique and bespoke experience.

What is the best piece of advice you ever got about our industry?

It's better to ask for forgiveness than permission 😊. My Directors taught me well.

What career advice would you give to your younger self?

Don't give up what you want the most, for what you want now.

What do you do for fun?

I am a massive sports fan and enjoy spending time outside golfing, hiking and snorkeling.