

site Canada



Ruth Gorriz
Manager, Planning
MCI Group Canada
Toronto, ON

We asked Ruth to share what she is looking forward to as a SITE member:

"I look forward to accessing education opportunities designed by industry experts with up to date research and trends and to join a community of like-minded professionals who are reshaping our industry."

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

Member Name: Ruth Gorriz

Title: Manager, Planning

Company: MCI Group Canada

Location: Toronto

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

I look forward to accessing education opportunities designed by industry experts with up-to-date research and trends and to join a community of like-minded professionals who are reshaping our industry.

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

As the Manager of the Planning Team at MCI Canada, I work hand in hand with our corporate clients in designing events, selecting destinations, and sourcing partners and vendors for their programs.

What are you most excited about for 2022?

To go back to in-person events, to international programs, to travel worry free and to rebuild our industry stronger than ever.

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

A high-end incentive in Peru where we went to Machu Picchu, did a buyout of a luxury train to explore the Sacred Valley and ended up doing a river expedition in the Amazon.

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

Trying to please everybody is impossible so trust and please yourself.

What career advice would you give to your younger self?

Learn continually, there's always one more thing to learn.

What do you do for fun?

I'm a foodie who loves spending time with my friends and family, travelling around the world and I'm pretty much into any sport. I played volleyball in college, was a competitive swimmer in high school, and have finished multiple triathlons, including the 70.3 IRONMAN. But my absolute favourite thing is a morning walk on a sunny beach with my dog Pepe