

EXECUTIVE PROFILE



Lara Chabina Crowe, PMP
CEO - Projects by Lara Inc
Managing Director – Global PM Group
Owner – Milk Shop Mama

Lara Chabina-Crowe, PMP, is a visionary with an entrepreneurs approach. She has experience in a number of industries of developing and implementing a multiple initiatives.

She has achieved over twenty years of travel industry experience with over ten years specializing in the airline industry. She holds a Bachelors of Liberal Arts and Science in International Business from San Diego State University.

She was certified by the Project Management Institute (PMI) in Frankfurt Germany as a Project Management Professional (PMP) in 2003 and was an active member of the PMI South Florida Chapter from 2004 to 2008 serving on the board as Vice President Administration from 2004 to 2006. More recently she has served as the Marketing Program Manager of the Global PMI Consulting Special Interest Group from 2008 to 2009. In 2010 she was elected as Co Leader for the Global PMI Consulting Community of Practice, a virtual community of over 7,000 members and in 2011 she took on the role of Community Leader. Lara is also a Consulting Lecturer for the Nova Southeastern University H. Wayne Huizenga School of Business and Entrepreneurship.

Since launching *Projects by Lara Inc* in 2004, recognized in the airline and tourism industry for its project management expertise Lara launched a new subsidiary company, *Global PM Group*. The new project management group offers cost-effective, customized professional project management services specialized and tailored for the aviation, cruise and tourism sectors.

With clients among the top international airline ranks, *Global PM Group* offers an extensive project management program and a one-stop shop to a network of subject matter experts highly experienced in the airline and tourism industry.

In 2007 Lara applied her Project Management skills to launch *Milk Shop Mama*, an online store featuring its one-of-a-kind Nursing Scarf. The *Milk Shop Mama* Nursing Scarf is designed of beautifully semi-sheer patterned poly chiffon fabric that allows a mother to view her child when breastfeeding, yet provide privacy when feeding in public.

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Prior to launching *Projects by Lara Inc*, *Global PM Group* and *Milk Shop Mama*, Lara was Project Manager for Star Alliance Services GmbH (a global airline alliance made up of 15 airlines) based in Frankfurt, Germany. She was responsible for developing the first global convention product, implementing national and global marketing initiatives, and spearheading the development of a social program for the Star Alliance employees. She has also worked as the Trade Marketing Manager, Market Development with Air New Zealand based in Auckland, New Zealand. She worked with the local tourism industry to create inbound tourism products. She also worked as a Sales and Marketing Manager with a destination management company based in New York, USA representing convention facilities and Convention Bureaus in Australia, Austria, Spain and England.