

Road to Hybrid Tech Showcase Speaker Bios

Alex Carvalho-Lukachova, CMP

Alex, Sr. Meeting Planner, joined Kaiser Permanente in 2013, her expertise is in experiential program design; creating memorable, immersive environments in conjunction with meetings and events. With more than 17 years in the events industry, her skillset ranges from special events marketing to trade show management, incentives, multi-day conferences, road shows to large tech conferences.

Alex has a passion for the meetings industry which is evident in her contribution to its associations. She currently serves on the advisory boards of the San Francisco Travel Association and the LGBT Meeting Professionals Association and Coral Tree Hospitality. She is past president of PCMA NCC and has served on numerous board positions since 2009. She has received many accolades from her peers, including PCMA NCC's Meeting Planner of the Year in 2015 and recognition as an industry leader in Smart Meetings Magazine's "100 Most Inspiring Women in Events" and Senior Planners Network's (SPIN) "40 over 40 Women in Events".

An advocate for education, Alex currently serves on the advisory board for curriculum development for the Hospitality and Tourism Program at California State University East Bay, and she is also a mentor for hospitality and tourism students at San Francisco State University. Alex earned her PCA (Pandemic Compliance Advisor) certificate in 2021, and her Certified Meeting Professional (CMP) accreditation in 2013.

Andrew Verducci

Andrew graduated from St. Mary's College of CA with a teaching credential and masters in Liberal Arts. As he was teaching 2nd Grade, he was building Verducci Entertainment at the same time. During 2010, he met his business partner by fate and they merged their companies together to create Verducci Event Productions (VEP). They were two guys that were young, passionate, and loved creating these customized experiences for our social, corporate, and non-profit clients. They went from doing 24 events a year to over 650 events in a year. Over the past 11 years, they have won numerous awards and have been recognized as one of the premier event production companies in the San Francisco Bay Area specializing in Audio Visual, Lighting, Stage Design, Videography, and Entertainment.

In late May 2020, VEP converted their warehouse to a full live stream and virtual studio. They have done many corporate, non-profit, and social virtual events and have taken each event to the next level with production, educating clients and vendors in the event industry about live streaming, virtual events, and broadcasting along the way.

Andrew is looking to take the company national and worldwide to help serve clients from around the world needing virtual assistance and VEP will be the Virtual Broadcast and Video Production Company who helps enhance all viewer experiences.

Josh Hotsenpiller

With a resume of successful startups and exits, Josh offers a proven track record of managing top-performing teams. Under his leadership at Profits 4 Purpose, CrowdHub, Wisdom Capture, and JUNO, millions of users have connected to his community-based platforms. His clients have included, Unilever, UNICEF, HP, GoPro, Kaiser Permanente, among many others.

As a TEDx alum and U.S. Department of state speaker ambassador Josh travels globally equipping and inspiring people across all sectors to re-learn and resurrect the power of human connection and soft skills.

Josh lives in San Diego, CA with his wife Kim and two boys Kruse and Crosby.

Lawrence Arevalo

Lawrence's career started as an Audio-Visual Technician in Monterey with a customer service background. From there, his position with Dreyer's Ice Cream as a Meeting and Event Coordinator refined his skills in planning and executing events with the additional benefit of great exposure as a "go-to" person in many different areas. His AV experience turned into a partnership to start Verducci Event Productions with Andrew Verducci. The creation and growth of VEP has been rewarding. He loves helping companies and individuals amplify their message. VEP provides the platform to deliver their message without the distractions of technical hiccups.

Velia Amarasingham - Panel Moderator

Velia is a producer, playwright, songwriter and multi-discipline performer. She studied drama with the Australian Theatre for Young People and received vocal training from Australian superstar, Marcia Hines, before making the Bay Area her home during the dot-com boom. Velia currently co-operates Curated Entertainment with Corporate Magician Heather Rogers, and they believe that every event deserves an entertainment or emcee program that is as unique as its particular audience. Velia and her business partner are almost unrecognizable out of costume and character, so it's worth noting that they emceed the PCMA-NCC gala at the Palace Hotel in 2018 as 18th Century aristocrats, and last year's gala, live from Verducci Event Productions, as fast-talking flappers. If you'd like to learn more, please visit CuratedEntertainment.biz