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### **Dana Lowenfish, Co-Founder of Sequence, Assumes the Role of Chief Experience Officer**

**New York, New York:** Dana Lowenfish, Co-Founder of Sequence Events and previously the agency's Chief Development Officer, has assumed the role of Chief Experience Officer (CXO). Dana has spent the past twenty-two years working in the events industry and the last ten years helping to grow Sequence into an award-winning agency. In her new role, Dana will continue to focus her efforts on the growth of the organization, while also overseeing client dynamics and the overall experience in working with Sequence.

"You can't bake delicious cookies without love — the most important ingredient!", says Lowenfish. "The same goes for designing and producing successful events. Events need to be made with love, and our clients need to both see and feel that throughout their engagement with us. The overall experience in working with Sequence needs to be as seamless as the event itself."

"Dana's ability to create and foster connections with those around her is unparalleled," says Adam Sloyer, CEO of Sequence. "In her new role, Dana will have the opportunity to ensure that Sequence's clients are receiving an elevated and consistent experience, and that relationships with those clients are as strong as possible."

A superior experience is part of the fabric of Sequence's success. The CXO will help to ensure clients have the best experience possible, which has been a primary goal of the company since its inception a decade ago.

For more information on Sequence, visit [www.sequence-events.com](http://www.sequence-events.com)

