



Sean Joyce



Vice President, Sales & Marketing

Started with AMI: April 26 College / University: Rockford University Major: Management Studies



Client Touchpoints

Sean builds and maintains senior-level relationships with prospective clients, strategic partners, and key decision-makers across pharmaceutical, biotech, life sciences, and other regulated industries. He partners with client stakeholders to understand business priorities, meeting program needs, buying drivers, compliance expectations, and long-term growth opportunities.

Sean works closely with Marketing, Client Services, Operations, Finance, Compliance, and Business Development to align market opportunities with AMI's service model, delivery capabilities, pricing strategy, and profitability goals. He helps translate client insight, market trends, and relationship-driven sales activity into focused commercial strategies that support new client acquisition, account expansion, and long-term partnership value.

He plays a key role in strengthening AMI's market presence by connecting targeted sales activity, practical marketing strategy, and client needs to AMI's broader growth priorities.



AMI Role Snapshot

Sean Joyce serves as Vice President of Sales & Marketing for AMI and its brands, including AMI Meetings.health and American Meetings, Inc., with responsibility for sales leadership, marketing alignment, pipeline development, and commercial execution.

Sean's role is to build and lead the commercial engine that connects Sales and Marketing, strengthens AMI's market position, and creates a more disciplined path from market opportunity to qualified pipeline, new client acquisition, and revenue growth.

He leads AMI's Sales and Marketing functions with a focus on expanding market presence, increasing qualified opportunities, strengthening client relationships, and supporting sustainable revenue growth. Sean is responsible for aligning sales activity, marketing strategy, lead generation, pipeline discipline, and relationship development around AMI's growth goals.

Sean partners cross-functionally with executive leadership, Client Services, Operations, Finance, and Compliance to align commercial strategy with AMI's delivery capabilities, governance standards, client commitments, and profitability expectations.

As a member of AMI's leadership team, Sean plays a key role in shaping go-to-market strategy, identifying expansion opportunities, and positioning AMI as a trusted partner for compliant, high-touch meeting management in regulated environments.

Bio Synopsis

As a senior sales and operations leader, Sean brings a proven track record of driving award-winning sales and marketing strategies while igniting revenue growth within complex, highly competitive markets. Over the past 15+ years, he held executive and commercial leadership roles across the pharmaceutical, food, distribution, retail, and chemical industries, where he has led national and regional sales teams, strengthened market presence, and built scalable commercial programs.

Sean brings deep experience building commercial momentum through disciplined sales execution, market expansion, client engagement, and cross-functional alignment. He has led teams through new product launches, territory development, revenue growth initiatives, and market positioning efforts. His background includes building high-performing teams and translating market opportunity into focused sales execution.

Sean's leadership style is people-centered and results-driven. He is known for translating high-level strategy into clear execution, building trust across teams, and creating momentum around shared goals. He has partnered cross-functionally with commercial, medical affairs, supply chain, regulatory, and market access teams to anticipate risk, incorporate the voice of the customer, and deliver compliant, client-focused outcomes.

His approach emphasizes trust, clarity, and accountability, balancing data-driven decision-making with practical judgment to gain buy-in and drive results.

Sean currently lives in Belvidere, Illinois, with his husband, Roger, and their dog, Kevin. Outside of work, Sean enjoys gardening, interior design, and home renovations.