

Oh, hi!

At B. Maxine, LLC, our mission is to make you shine.

We partner with organizations to solve challenges, captivate audiences, and design events and marketing strategies that elevate your brand and advance your mission. From concept to execution, we ensure a smooth, stress-free process—so you can focus on impact while **we manage the details.**

Our Expertise:

- **Strategy & Creative:** Concepting, theme development, speaker support, content strategy
- **Event Management:** Venue selection, contracting, logistics, transportation, on-site management
- **Audience Experience:** Décor, entertainment, food & beverage oversight, attendee journey design
- **Marketing & Communications:** Branding, promotions, sponsor integration, product activations

Why B. Maxine?

Founded to meet the growing demand for professional, results-driven event management, **B. Maxine, LLC** brings a hands-on, “roll up your sleeves” approach that helps organizations exceed expectations and deliver meaningful experiences. Whether supporting your team or leading your project end-to-end, we ensure seamless execution and measurable results.

Contact us. Let's talk.



Celeste Sauls, CMP, DES, Founder & Principal, B. Maxine, LLC

With nearly three decades of experience in hospitality, Celeste has led initiatives spanning corporate travel, event management, marketing, conferences, admin services, and sales. Her expertise delivers events that inspire, engage, and leave a lasting impact.

celeste@bmaxine.com | www.bmaxine.com