

Erica Bishaf

Erica Bishaf is the Founder & CEO of CampfireSocial, the first-of-its-kind private professional network and marketplace platform designed for trade & professional associations and trade show organizers. CampfireSocial was formed in August 2020. She is a 20+ year award winning strategy & insights veteran who has worked for consumer packaged goods companies such as Kraft, Nestle, Kimberly-Clark, & MillerCoors. In 2015, she started her own consultancy where she worked on strategy projects for associations & event organizers including Freeman, GES, the American Library Association, the Audiovisual and Integrated Experience Association (AVIXA), the Radiological Society of North America (RSNA), the National Retail Federation (NRF), and more.

CampfireSocial is Erica's second tech company. Her first was a pet adoption platform, Pet Gotcha Day!, which uses virtual reality and immersive video to match adoptable pets to adopters across the U.S. and Canada. Pet Gotcha Day! works with over 3,000 shelters & rescues and now lives as the non-profit, the Pet Gotcha Day Foundation.