



DEI Executive Profiles

Vaughn R. Dietze

President and Founder

Vaughn has nearly 30 years of experience in the hospitality, travel, convention, exposition, trade show and meeting planning industry. His extensive knowledge of the overall industry dynamics and ability to anticipate technology trends have enabled DEI to come out ahead of the competition in developing and introducing advanced registration and sales lead retrieval products and solutions that offer substantial benefits to the end user while creating a competitive edge for the company. Vaughn not only manages the growth strategy of DEI, but also plays a key role in new product conceptualization and development. He serves as the primary contact for the media, investors, customers and suppliers. It's his knowledge and vision that keep DEI in the forefront and thus able to develop and bring the latest technological advances to market.

Deyana D. Mielke

Executive Vice President and Director of Advertising

Deyana has been with DEI since 1989 and is responsible for developing and implementing the company's advertising strategy in addition to managing the development of the company's sales and media materials. She also compiles all of the budgets and projections to support the company's advertising and marketing efforts. She has led the company's marketing, positioning, and branding strategies that have resulted in DEI's recognition as a premier provider of lead tracking and registration systems to the tradeshow industry.

Karl S. Ludwig, PE

Information Technology Manager

Since 1990, Karl has served as the manager of all of DEI's technical projects and been the go-to person for the resolution of any technical issues. His primary responsibilities include developing technology strategies and selecting hardware and software vendors to provide the mechanisms needed to support DEI's product line. Karl is a licensed professional engineer in the state of Illinois. Drawing from his extensive background in electronic circuit and system design and integration and embedded system development, he personally creates the specifications for each of the software components for the products currently offered by DEI.

John Vander Lecq

National Sales Manager

John oversees DEI's sales efforts, leading a staff of seven in ensuring the continued growth of the company. He is also responsible for coordinating and overseeing distribution and support of DEI's products and services at the approximately 70 trade shows and events the company now serves annually – a number that's steadily rising. Since his initial involvement with DEI, which began more than 15 years ago, he has played an integral role in the development of all of the company's marketing and promotional materials and the execution of its promotional efforts.