

Client X

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Highly experienced global strategic event and marketing leader with deep expertise within the technology sector. Proven ability to drive both top and bottom line results whom thrives in transformative environments where leading change is a priority. By creating successful industry-defining C-level events, building and leading high-performing teams, driving integrated marketing programs that support sales growth, retention, brand development and expanding thought leadership I have developed a strong reputation for consistently driving positive impact and energy upon the projects and teams that I have led.

Areas of Expertise:

- Launching profitable global events
- Producing products in volatile and complex regions
- Global P&L management
- Creating successful integrated event marketing programs
- Building and leading high performing teams
- Developing global client acquisition and retention strategies
- Cultivating and building strategic executive partnerships

PROFESSIONAL EXPERIENCE

San Francisco Conference Center

2015 – Current

San Francisco, CA

Hired to rebuild the corporate strategy, manage and accelerate the overall revenue, profitability, operational effectiveness and lead the San Francisco Conference Center (SFCC) team through evolution and change.

Managing Director

- Responsible for overall strategy, management and P&L for a \$40M, 85-person company which executes 100 events globally.
- Developed and executed corporate strategy to transform a declining business into a longer term sustainable and profitable organization. Results to-date include 20% consolidation of portfolio whilst maintaining revenue.
- Restructured organization to create improved efficiencies and effectiveness in product development, marketing and sales yielding \$1M+ of improvement to the bottom line.
- Developed and executed strategy to bring event operational capabilities and talent in-house including cost modeling and recruitment of team decreasing \$800k of cost.
- Created corporate and business unit KPIs which aligned priorities and objectives across the organization to improve capabilities and create transparency.
 - Introduced new processes for improved financial planning and forecasting including monthly/quarterly forecast reviews, risk assessment, contingency strategy and annual budget planning.
- Developed and executed annual compensation and bonus planning, performance management processes and training and development programs for the organization.

Forrester, Inc.

2003 – 2014

Boston, MA

Vice-President of Worldwide Events

2011- 2014

Became responsible for defining, developing and executing the global strategy for C-level industry defining tech industry events Successfully created, managed and executed the implementation of new agenda architecture including training global sales and marketing teams. Globally led and managed direct and indirect reports based in regional offices throughout the world. Cultivated and developed strategic executive partnerships resulting in sales growth and retention.

- Direct responsibility for Forrester flagship C-suite product of events including CEOExpo, an event portfolio attracting over 25,000 attendees including 7000 CEOs and 700 vendor sponsors in eight countries globally.
- Managed a team comprised of 38 direct reports located in locations such as England, Japan, India, United States and 20 indirect reports in Brazil, Australia, Dubai and South Africa.
- Successfully developed and implemented new agenda architecture for the global team including business plan, strategy and execution of 3 profitable events in Germany, India and Dubai.
- Developed relationship and built key business partnerships with media organizations such as Tech Crunch directly with the Editor-in-Chief.

Vice-President of North American Events

2008 - 2010

- Direct responsibility for Forrester's portfolio in North America which contributed \$30M in revenue, 55% profit margin, attracted over 7000 paying delegates and 250 sponsors.
- Indirect responsibility of Global CEOExpo events (North America, South America, Europe, APAC and Japan) which contributed \$36M, 58% profit margin, attracting over 10,000 paying delegates and 200 sponsors.
- Managed team of 5 including 1 remote worker and 4 indirect team members based in ANZ, Brazil and Japan.

Head of North American Event Operations

2003 - 2007

- Direct responsibility of Forrester portfolio which yielded approximately \$20M in revenue, 54% profit margin and attracted over 4000 paying delegates and 125 sponsors.
- Managed team of 6, responsible for the overall content, keynote and product development, market research, partnerships, budgeting and management of events in North America
- Achieved 125% revenue growth through organic, launch and geographic expansion of the business; from \$18M in '03 to \$40M+ in '07.
- Grew number of events by 150%; from 5 events in 3 states to 17 events in 6 states which included retirement of low-performing events.

Additional Experience

August 1996 - January 2002

- Events Manager, Bloomberg, New York, NY
- Market Analyst & Corporate Communications, Wachovia Bank, New York, NY
- Conference Manager, MKG Events, Los Angeles, CA

EDUCATION AND TRAINING

- **New York University**, BA, Communications, 1996
- Several Leadership and Management Training Programs including:
 - Excellent Manager Training
 - Social & Communications Styles
 - Leadership & Strategy
 - Sales Effectiveness
 - Crisis Communication
 - Motivational Speaking

RELEVANT SKILLS AND INTERESTS

- Superior Sales Skills
- Public Speaking
- Worldwide Traveler
- Competitive Athlete
- Avid Runner
- Cooking Enthusiast