

### **Excellence in Business Leadership: Trade Show / Conference Management**

**SUMMARY:** Senior Leadership Experience launching multiple businesses and trade show properties. Successful record leading international business operations and trade show properties. Extensive experience in C-Level and Senior Leadership managing business operations, sales, marketing and event properties within the trade show and conference industry.

#### **HIGHLIGHTS**

- Over 23 years of experience in the trade show industry
- As CEO of the U.S. subsidiary of a German trade show company, designed, initialized and managed company reorganization including debt restructuring resulting in greatest annual result in company history and best performance of any global subsidiary in 2016 (\$4.6m rev, \$910K net).
- Structured and completed the first (and only) sale of private B2B trade show event to a tier-1 public convention center
- Structured and implemented the first tier-1 convention center department designed to manage events belonging to a publicly owned convention center and serve as an incubator for viable event ideas presented by the community.

#### **Trade Show & Conference Management Highlights:**

- Extensive experience managing all aspects of trade show & conference operations from both organizer and supporting vendor perspectives including convention facilities, hotels, general contractors, audio/visual production, and show management.
- Performed in numerous mid- to senior-level management positions, providing strategic as well as tactical leadership.
- Managed event budgets with revenues exceeding \$8-mil
- Managed event staff exceeding 15 team members
- Formulated and implemented event team / department policies and procedures to maximize operational efficiency and ensure company profitability
- Negotiated vendor and supplier agreements to ensure maximum efficiency and ROI
- Monitored, evaluated, and managed supply chain of event operations
- Monitored labor force to ensure appropriate allocation of human capital and efficient event production
- Ensured employee performance met or exceeded organizational event standards and expectations
- Monitored markets to ensure products and services continuously met expectations of customers
- Implemented numerous advanced technological programs to streamline workflow, maximize allocation of resources, automate multi-department cross-functioning processes, and ensure efficient event production.
- Historically achieved and sustained high quality while controlling costs
- Developed marketing initiatives for brand development and market growth
- Worked with Federal, State and Municipal senior government executive & legislative leadership
- Worked with multiple associations party to single large-scale events
- Effectively built and sustained strategic alliances to maximize event growth, profitability and sustained long-term competitive advantage

#### **Trade Show / Conference Experience**

- Show Management – American Institute of Architects – Arkansas Chapter Annual Convention
- Executive Director - Emergency Management Leaders Conference, Tampa, FL. 1,000 attendees / 45 exhibiting (Sponsor) companies
- Executive Director - Farm-2-Table International Symposium, New Orleans, LA. 1,200 Attendees
- Executive Director - International Disaster Conference & Expo, New Orleans, LA. 75,000 NSF / 2,800 Attendees / 200 Exhibiting Companies / 46 countries
- Executive Director – National Disaster Reconstruction Expo, New Orleans, LA. 10,000 NSF / 1,200 Attendees / 80 Exhibiting Companies
- Trade Show Director – InterBev, Chicago, IL. 9,000 NSF / 1,000 Attendees / 40 Exhibitors
- Trade Show Director - American Coatings Show, Indianapolis, IN. 158,000 NSF / 9,000 Attendees / 580 Exhibitors

- Trade Show Director - ISH-North America, Atlanta, GA. 145,000 NSF/35,000 Attendees/580 Exhibitors
- Show Manager - PCB Design Conference East, Worcester, MA. 15,000 NSF / 1,000 Attendees / 100 Exhibitors
- Show Manager - PCB Design Conference West, San Jose, CA. West: 25,000 NSF / 1,500 Attendees / 150 Exhibitors
- Show Manager - IP/SOC, Santa Clara, CA. 15,000 NSF / 1,000 Attendees / 100 Exhibitors
- Show Manager - HDI Conference, Phoenix, AZ. 20,000 NSF / 1,800 Attendees / 150 Exhibitors

## EMPLOYMENT HISTORY

- June 2017 – Present: Independent Trade Show and Conference Producer / Show Management
- June 2017 – May 2019: President / CEO, Perfect World, Inc. (Trade Show / Conference Management, Event Consulting Services: Atlanta, GA
- July 2014 – June 2017: CEO / Managing Director, NuernbergMesse North America, Inc.; Atlanta, GA
- July 2012 – June 2014: Director, Trade Shows & Conferences, New Orleans Convention Center; New Orleans, LA
- June 2008 – July 2012: President / CEO, Imago Trade Shows; Atlanta, GA
- June 2007 – June 2008: Trade Show Manager, Messe Frankfurt, USA; Atlanta, GA
- March 2005 – June 2007: Director – Sales & Marketing, Sterling Ledet & Associates, Inc.; Tucker, GA
- May 2000 – May 2002: Trade Show Manager – UP Media Group/CMP Media; Atlanta, GA
- October 1999 – May 2000: National Sales Manager – Stormont-Trice Hotels; Atlanta, GA
- July 1998 – October 1999: Director of Sales, SSI Productions, Inc.; Atlanta, GA
- January 1998 – June 1998: National Account Manager, Shepard Exposition Services; Atlanta, GA
- January 1996 – January 1998: Account Executive, Georgia World Congress Center; Atlanta, GA

## INDUSTRY AFFILIATIONS

- Society of Independent Show Organizers (SISO)
- International Association of Expositions and Events (IAEE)
- American Society of Association Executives (ASAE)
- Professional Convention Management Association (PCMA)

## EDUCATION

- National-Louis University, Lisle, IL: BS - Business Management, December 2012. (Magna Cum Laude); 3.95GPA
- St. Petersburg College, St. Petersburg, FL: Associate of Arts July 1993: GPA – 3.0

## TECHNICAL

- Proficient in Windows & Macintosh Operating Systems
- Database / CRM / SaaS: ZOHO, MS-Dynamics, Sugar, Sales Force
- Microsoft Word, Excel, Power Point, Acrobat, LiveCycle Forms Designer, Microsoft Project
- Fluent with Adobe Creative Products: InDesign, Photoshop, Illustrator, Premiere Pro, Audition
- Fluent with WordPress / Web Design with Multiple WP Themes
- Extensive Experience with Social Media Marketing Platforms and Campaign Management

## AWARDS & RECOGNITION

- CMP Media Leadership Development Program – Outstanding Achievement, 2001
- Stormont-Trice Sales Productivity Master - 1999
- Benson Skelton Award Recipient, 1998 – 99; Georgia Society of Association Executives
- MCI Center Ring Top Sales: Q4-94, Q1-95, Q3-95, Q4-95

## OTHER

- Longlake Homeowners Association: Vice President, November 2017 – Present
- Sharon Springs Youth Baseball Association:
  - Recreational Baseball Program: Head Coach, 2006 – Present
  - Allstar Baseball Program: Head Coach, 2009 - Present
  - Spartans Travel Baseball Program: Head coach, 2017 – Present

*References Available Upon Request*