ALEX MACFARLANE

Event Manager, Global Conferences | Automation Program Architect

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EXECUTIVE PROFILE

Event Manager at NVIDIA who architected **$317K+ in automation savings** while managing flagship global conferences. Self-initiated technical solutions delivered measurable impact across 5+ departments by transforming vendor-dependent workflows into internally-controlled, same-day execution capabilities. Combines operational excellence in 10,000+ attendee events with full-stack development expertise (JavaScript, Python, REST APIs), creating 7+ production systems processing 45,000+ annual operations.

IMPACT HIGHLIGHTS

- **$317K+** in documented annual savings through self-initiated automation programs (2022-2025)
- **31,500+** speaker headshots automated, replacing vendor catalogue work
- **10,827** social media banners generated automatically across events
- **7+** production systems deployed across 5+ departments
- **2,000+** hours saved annually through workflow automation
- **600+** sessions streamed with 30 concurrent channels via proprietary switching system

PROFESSIONAL EXPERIENCE

NVIDIA

Event Manager, Global Conferences | Automation Program Architect
2022 — Present

Block A – Core Role (Event Management)

- Produced NVIDIA GTC end-to-end, delivering 600+ sessions and 30 concurrent live streams to 10,000+ hybrid attendees
- Program-managed both fully remote and in-person editions of NVIDIA conferences, adapting runbooks for virtual control rooms
- Managed 1,200+ speakers: onboarding, technical rehearsals, content reviews, and live support

- Coordinated venue and broadcast logistics, managing AV partners, stage builds, and run-of-show documentation

- Built and operated custom stream-switching workflow using Epiphan Pearl encoders and Stream Deck macros

- Oversaw on-demand content prep—transcoding, caption embedding, QC, and publishing through RainFocus ↔ Kaltura integrations

- Negotiated and optimized vendor contracts, preventing budget overruns and aligning SLAs with requirements

Block B – Self-Initiated Automation Leadership

Conceived, architected, and deployed 7+ enterprise-grade automation systems now essential to operations:

Key Systems & Documented Savings:

- **Speaker Headshot Pipeline** ($21,000) - Python + AI processing 31,500+ headshots, replaced FineLine catalogue

- **Social Banner Automation** ($82,500) - JavaScript system generating 3,957 banners (GTC24), 660 hours saved

- **Digital Signage System** ($75,000/event) - REST API platform replacing vendor, 240 hours/event saved

- **Stream Deck Switcher** ($50,000) - Professional AV switching without dedicated operator

- **Session Title Generator** ($24,500) - After Effects automation, 1,178 titles with 196 hours saved

- **Poster Automation** ($21,375) - 1,026 posters generated, 171 hours saved

- **Interstitial Slides** ($12,000) - 300 automated slides, replacing Decca designer

- **Content Library System** ($10,375) - 500 assets organized, 83 hours saved

- **Demo Plaque Generator** ($2,500) - 100 plaques automated

- **Premier Intro/Outro** ($5-7.5K) - Automated post-production for session videos

Additional Automations Within Core Systems:

- Wrap-up deck automation (700 slides/event for sponsor reports)

- Session chair & run-of-show generator (1,000+ docs/year)

- Conference schedule visualizer (real-time web app)

- RainFocus API dashboard (live Google Sheets sync)

- Sponsor asset automation (10,000+ logos auto-organized)

Technology Stack: JavaScript, Python (OpenCV, FFmpeg, Real-ESRGAN), Google Apps Script, Adobe ExtendScript, REST/GraphQL APIs, Epiphan Pearl APIs, HTML/CSS/JS

Freelance Event & Trade Show Producer

2010 – 2021

Produced high-stakes events across technology, healthcare, and automotive sectors. Executed exclusive VIP galas, multi-city product launches, and large-scale trade shows optimizing for sponsor ROI and brand activation.

CORE COMPETENCIES

Technical: Full-Stack Development • API Architecture • Automation Systems • AI Integration • Cloud Platforms
Operational: Global Event Management • Vendor Negotiation • Cross-Functional Leadership • Change Management
Strategic: Process Reengineering • ROI Documentation • Stakeholder Alignment • Scalability Planning • Cross-Department Adoption (5+ teams)

TECHNICAL EXPERTISE

Languages & Frameworks: JavaScript (Production Systems) • Python (AI Integration) • Google Apps Script • HTML/CSS
Platforms & Tools: Microsoft Power Automate • Google Workspace APIs • Adobe Creative Suite Scripting • REST/GraphQL APIs
Event Technology: Epiphan Pearl Systems • Stream Deck Programming • RainFocus • Kaltura • Vimeo
AI & Media: Stable Diffusion • FFmpeg • After Effects Automation • Computer Vision APIs

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Education and additional certifications available upon request.