

ALEX MACFARLANE

Event Manager, Global Conferences | Automation Program Architect

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EXECUTIVE PROFILE

Event Manager at NVIDIA who architected **\$700K+ in automation savings** while managing flagship global conferences. Self-initiated technical solutions delivered measurable impact across 8 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 15+ production systems processing 45,000+ annual operations.

IMPACT HIGHLIGHTS

- **\$700K+** total savings delivered through self-initiated automation programs (2022-2025)
 - **\$300K+** in documented annual recurring value across 15+ production systems
 - **31,500+** speaker headshots automated, replacing vendor catalogue work
 - **10,827** social media banners generated automatically across events
 - **15+** production systems deployed across 8 departments
 - **2,000+** hours saved annually through workflow automation
 - **600+** sessions streamed with 30 concurrent channels via proprietary switching system
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PROFESSIONAL EXPERIENCE

NVIDIA

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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 15+ enterprise-grade automation systems now essential to operations:

Key Systems & Annual Savings (\$300K+ recurring):

- **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

Combined Annual Impact: \$300K+ in vendor cost avoidance and efficiency gains

Additional 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

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

Education and additional certifications available upon request.