

ALEX MACFARLANE

EVENT & OPERATIONS STRATEGIST | WORKFLOW AUTOMATION ARCHITECT | AV & SYSTEMS LEAD

Santa Clara, CA | amacfa@gmail.com | [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Innovative operations and event management expert with over three years at NVIDIA, complemented by extensive experience managing diverse and high-profile trade shows, corporate events, and experiential activations. Expertise spans from strategic event planning and vendor negotiations to deep technical automation, systems architecture, and large-scale live streaming operations.

CORE COMPETENCIES

- **Event Management:** High-Profile Event & Conference Management
 - **AV Operations:** Live AV Streaming Operations
 - **Workflow Automation:** Custom Tools & Systems Development
 - **Vendor Management:** Strategic Negotiations & Relationship Building
 - **Systems Architecture:** Custom Solution Development
 - **Content Management:** Large-scale Asset Management with AI Integration
 - **Operational Excellence:** Cross-Team Collaboration
 - **Leadership:** Strategy Implementation & Team Management
 - **Digital Media:** AI-driven Content Solutions
-

PROFESSIONAL EXPERIENCE

EVENT OPERATIONS & AUTOMATION ARCHITECT

NVIDIA | 2022 - Present

Event & Conference Leadership

- Managed operations and execution for NVIDIA's Global Technology Conference (GTC), overseeing hundreds of sessions annually, accommodating thousands of attendees both virtually and in-person

- Coordinated comprehensive logistics for event spaces, exhibit halls, executive areas, and breakout sessions, including oversight of NVIDIA's prominent Inception Program showcase

Live Streaming & AV Operations

- Led comprehensive streaming strategy for GTC, successfully broadcasting over 600 sessions annually, handling up to 30 concurrent sessions simultaneously
- Developed and implemented a custom stream-switching system leveraging the Companion App, Stream Deck hardware, and Epiphan Pearl encoder APIs
- Managed multiple AV vendor relationships, including onboarding and guiding AV teams, ensuring quality control for live broadcasts and post-event session recordings

Automation & Systems Architecture

- Conceived and executed extensive automation tools and systems utilized by marketing, event operations, and sponsorship teams
- Developed a comprehensive AI-powered headshot automation pipeline used at GTC, processing over 2,000 images efficiently through integration with Stable Diffusion and custom cropping algorithms
- Engineered internal replacements for previously outsourced services, such as the digital signage system showcasing real-time session updates
- Created automated systems for collecting, organizing, and distributing sponsor assets and generating sponsor summary decks at scale

Vendor Management & Negotiation

- Spearheaded negotiations for strategic vendor partnerships, including successful negotiations with PhotoRoom for API integration into NVIDIA's workflow
- Evaluated and negotiated contract terms with platforms like Kaltura, introducing alternative solutions such as Vimeo for improved cost-efficiency and service reliability

Technical Innovation & Implementation

- Acted as primary architect, coder, and implementer for custom operational solutions using tools such as JavaScript, Python, Google Apps Script, Microsoft Power Automate, and Adobe scripting
- Managed Microsoft Automate flows for critical internal processes, including referral systems, ensuring streamlined operations and robust data management

EVENT & TRADE SHOW MANAGER

Freelance | 2010 - 2021

Event Management

- Managed high-profile New Year's Eve galas and exclusive private events, overseeing end-to-end event logistics, client relations, vendor coordination, and execution
- Led multi-month nationwide product tours, managing extensive logistical coordination, team leadership, and event execution across diverse venues and markets

Trade Show Execution

- Coordinated and executed large-scale trade show events across multiple industries (tech, healthcare, entertainment, automotive), focusing on exhibit management, on-site operations, and stakeholder communications
 - Developed event plans, floor plans, and strategic activations that delivered memorable experiences and measurable outcomes for clients
-

TECHNICAL SKILLS

Programming & Scripting

- JavaScript
- Python
- Google Apps Script

Automation & Integration

- Microsoft Power Automate
- Google Workspace APIs
- Custom workflow systems

AV & Streaming Technologies

- Epiphan Pearl Encoders
- Stream Deck
- Companion App

AI & Content Automation

- Stable Diffusion
- Adobe After Effects scripting
- FFmpeg

Digital Event Platforms

- Kaltura
- Vimeo
- Rainfocus
- Eventbrite

Collaboration & Productivity

- Slack
- Google Drive
- Trello
- Notion