

Lisa Jorgensen

Denver, CO (Metro Area) • (720) 939-4363 • lisaj5472@gmail.com

<https://www.linkedin.com/in/lisaj5472> • Flexible to travel

A seasoned program manager and strategic leader with over 20 years of experience in operational development, event management, and partner enablement across multiple industries. Specializing in creating scalable, impactful event strategies and driving partner success through thoughtful leadership and cross-functional collaboration. Recognized for delivering measurable growth in partner engagement, optimizing cloud efficiencies, and executing high-profile global events. Adept at transforming complex goals into actionable plans that align with business objectives, with a strong emphasis on diversity, inclusion, and scalability. Known for a proactive approach to problem-solving, strategic communication, and a deep commitment to fostering strong partnerships and organizational growth.

Experience

Adobe

Program Manager, Global Partner Events | March 2022 - Present

Focusing on the partners-at-scale ecosystem to deliver timely, consistent, and relevant content across our global partner network. Key focus areas are scalable growth and diversity and inclusion efforts.

Accomplishments included:

- Successfully managed and executed over 100 events annually, achieving a 10% year-over-year increase in participant engagement through innovative programming and targeted marketing strategies.
- Spearheaded the implementation of a new webinar platform within a six-week timeframe, meticulously developing comprehensive guides for attendees, presenters, and moderators to ensure seamless user experience and operational efficiency.
- Designed and instituted a scalable global webinar process, enabling the efficient production of over 15 webinars per month, optimizing resource allocation and ensuring consistent, high-quality event delivery.
- Led all event production operations and logistics for global, bi-quarterly, week-long developer training sessions including venue scouting, catering, materials management, and on-site support.

Responsibilities include:

- **Strategy and Development:** Lead the strategy, development, and implementation of events for our global partner ecosystem. Identify key opportunities for engagement, set objectives, and ensure all events align with broader business goals.
- **Content Creation:** Collaborate cross-functionally to create consistent, global content and outreach. Ensure messaging is unified and meets the diverse needs of our global audience.
- **Event Operations:** Develop, maintain, and improve all event operations, including processes, reporting, and systems management. Create efficient workflows, utilize data to inform decisions, and implement systems that support seamless execution.
- **Systems Management:** Oversee the systems and tools used for event management. Ensure they are up-to-date, user-friendly, and effective in supporting our goals.
- **Voice of the Partner:** Serve as the voice of the partner when working with product teams to develop content. Gather feedback from partners, understand their needs, and advocate for features and content that support their success.

- Leadership and Participation: Co-lead and participate in Adobe Action Circles, a group focused on leadership development and exposure to diverse perspectives.

Program Manager, Cloud Engineering | June 2020 - March 2022

Primarily worked cross-functionally to help Adobe's engineering teams find ways to improve customer service and save money by using public cloud resources efficiently across all applications.

Accomplishments included:

- Successfully led initiatives that resulted in annual savings of more than \$10 million in our first year. This significant cost reduction was achieved through strategic optimization of cloud resource usage and implementation of best practices.

Responsibilities included:

- Collaborated closely with engineering teams to identify and implement efficiency improvements. This involved continuous monitoring and assessment of cloud resource utilization to ensure optimal performance and cost-effectiveness.
- Effectively communicated potential savings opportunities to stakeholders at various organizational levels, from engineering teams to senior management. This required clear and persuasive communication to ensure buy-in and support for cost-saving initiatives.

Strategic Partner Development Manager | July 2018 - June 2020

Focusing on our Service Partners to help them build their Adobe practice and connect to other Adobe business units to enable success.

Accomplishments included:

- Enabled partners to advance within the Adobe program, enhancing their capabilities and contributions helping 20 partners up- level within the program.
- Ensured partners had the necessary resources and skills aligned with the demand in the pipeline, increasing partner sourced ARR by \$500,000.
- Provided strategic guidance and delivered enablement programs to enhance partner skills and knowledge.
- Assisted partners in achieving necessary certifications and specializations, ensuring they met Adobe's standards contributing to additional certifications for over 75 partner contacts.
- Conducted reviews of partner practices and developed strategies to enhance their maturity and effectiveness.
- Designed and implemented onboarding paths and enablement sessions to facilitate seamless integration and skill development for partners presenting over 24 sessions annually.
- Collaborated with partners to create robust business growth plans, supporting their long-term success and sustainability.
- Worked closely with Adobe Professional Services to coordinate project delivery, ensuring alignment and efficiency.
- Regularly reviewed the status of implementation projects with partners, Customer Success Managers, and Professional Services to ensure successful outcomes for both partners and customers.

Corner Office Administrative Solutions

Owner & Principal | September 2016 – Present

At Corner Office Administrative Solutions, we provide executive-level support tailored for small businesses and entrepreneurs on an as-needed basis. Our specialization lies in field marketing, event operations, and strategic planning.

What distinguishes Corner Office from typical virtual assistants is our ability to offer on-site support when required. We deeply value the personal connection between our team and yours, ensuring our services seamlessly integrate with your organizational culture.

We excel in various areas, including:

- *Event Planning and Management:* Coordinating and executing trade shows, conferences, webinars, and partner events that align with your company's objectives and deliver measurable results.
- *Business Process Documentation and Improvement:* Enhancing your operational efficiency through meticulous documentation and continuous process improvement.
- *Administrative Tasks:* Providing comprehensive support across a range of administrative functions to streamline your operations.

Services Offered

Field Marketing and Event Management:

- *Develop and Execute Marketing Programs:* Design and implement targeted marketing initiatives, including account-based marketing (ABM), regional campaigns, and industry-specific strategies.
- *Event Planning and Management:* Organize and manage events to ensure alignment with company goals, driving customer engagement and retention.
- *Content Creation and Management:* Collaborate with content teams to produce relevant marketing materials like presentations, case studies, whitepapers, and email campaigns.
- *Lead Generation and Nurturing:* Partner with sales teams to generate and nurture leads through various marketing channels.
- *Market Research and Analysis:* Conduct research to identify trends, customer needs, and competitive insights to inform marketing strategies.
- *Budget Management:* Oversee field marketing budgets to ensure high ROI and cost-effective activities.
- *Cross-Functional Collaboration:* Work with sales, product marketing, customer success, and other teams to align marketing efforts with business goals.
- *Metrics and Reporting:* Track and analyze marketing program performance, providing detailed KPI reports on lead generation, event attendance, and campaign ROI.

Administrative and Operations Support:

- *Strategic Partnership and Time Management:* Coordinate leadership schedules and manage comprehensive calendar activities.
- *Meeting Coordination and Facilitation:* Organize meetings, document minutes and action items, and ensure effective follow-up and stakeholder engagement.
- *Project Management:* Oversee multiple projects concurrently, addressing inefficiencies and ensuring smooth execution.
- *Communication and Representation:* Maintain professional communication with internal and external stakeholders through various channels.
- *Travel Coordination:* Manage travel arrangements including flights, hotels, transportation, and dining.

- *Special Projects:* Execute research, analysis, or presentation preparation for special projects.

Client Accomplishments:

- *Sales Growth:* Designed and implemented marketing programs that increased regional sales by 20% over 12 months.
- *Event Success:* Planned and executed over 30 events annually, achieving a 25% growth in event-generated leads for sponsors.
- *Lead Generation:* Partnered with sales teams to generate over 500 qualified leads, with a 30% conversion rate into sales opportunities.
- *Market Insights:* Conducted research to identify emerging trends and customer needs, shaping effective marketing strategies.
- *Budget Efficiency:* Managed a \$1 million field marketing budget, maintaining activities within budget and reducing event costs by 15%.
- *Travel Management:* Successfully planned and managed complex travel schedules for multi-city events.

The Medical Center of Aurora/Centennial Medical Plaza

Executive Assistant | November 2014 - September 2016

Responsibilities included:

- Scheduled meetings and appointments, prepared materials, and attended meetings to provide support for four C-Suite executives.
- Primary scheduler for the hospital's main meeting rooms.
- Coordinated hospital-wide meetings and event logistics.
- Attended and tracked minutes for meetings, ensuring all action items were followed up on with the right stakeholders.
- Answered phones, responded to emails, and interacted with staff.
- Handled sensitive information and delicate situations with tact and discretion.
- Captured important details of meetings, such as who needs to take what actions and when.
- Ensured the executive's calendar is set up for success.
- Maintained paperwork, such as compiling receipts, recording travel expenses, and maintaining timecards.
- Prepared reports and presentations, organized travel arrangements, maintained filing systems, and screened visitors.

Colorado Dept. of Human Services

Office Manager & Executive Assistant | September 2010 - November 2014

Accomplishments included:

- Acted in a lead role to revise policies and automate approval process to reduce wait times by more than 66%.
- Acted as office communication liaison to assist with website and branding redesign project.
- Created processes and procedures to reduce duplicate and inefficient work.
- Executed all logistical and organizational requirements for the annual training event, handling multiple teams and projects in parallel.

- Supervised teams, including timekeeping, payroll, performance reviews, and corrective action plans, fostering a collaborative and productive work environment. Managed budget oversight, ensuring financial efficiency and resource allocation.
- Acted as editor and chief writer for a quarterly newsletter distributed to Colorado veterans' families and broader communities, showcasing strong written communication skills.

Responsibilities included:

- Efficiently managed the Director's schedule, including prioritizing and coordinating meetings, events, and travel arrangements.
- Served as the primary point of contact between the Director and other executives, department heads, government officials, and external partners.
- Prepared agendas, briefing materials, and other necessary documents for meetings. Attended key meetings, took minutes, and followed up on action items as required.
- Assisted the Director with the planning and execution of strategic initiatives, managing timelines, and ensuring progress on key projects.
- Drafted, proofread, and finalized communications, reports, presentations, and correspondence on behalf of the Director.
- Planned and coordinated executive-level events, including board meetings, public engagements, and special projects.
- Arranged complex travel itineraries, including transportation, lodging, and detailed trip agendas.
- Maintained filing systems (both digital and physical), tracked key data and deadlines, and ensured the smooth flow of information within the executive office.
- Handled sensitive information with the utmost discretion, ensuring confidentiality was maintained at all times.
- Provided general administrative support, including expense management, office supply management, and coordinating with other administrative staff as needed.

Education

Master's, Marketing and PR Communication

University of Denver

BS/BA, Marketing and International Business

University of Colorado

Key Skills

Event Management | Event Planning | Corporate Events | Special Events | Live Events | Event Marketing | Event Production | Event Logistics | Project Management | Processes Development | Process Management | Project Progress Tracking | Project Planning | Business Process Design | Partner Development | Partner Relationship Management | Strategic Partnerships | Business Development | Strategic Communications | Strategy to Execution | Business Planning | Strategic Planning | Strategic Planning | Marketing | Marketing Analytics | Digital Marketing | Marketing Strategy | Copywriting | Google Workspace | Microsoft Office | Confidentiality | Travel Planning | Presentations | Communication | Conflict Resolution | Customer Service | Executive Team | Executive Visibility