

## MANAGER, HOCKEY OPERATIONS AND LOGISTICS

### Summary

Accomplished Management Professional offers 15+ years of success in the end-to-end oversight of large scale events, programs, and initiatives within dynamic, fast-paced environments. Adept leader with the business insight and organizational skills to anticipate project needs, manage multiple priorities, and lead project planning, design, and execution within set requirements, budgets, and timelines. Brings a proven track record of building top-performing project teams, directing Event Planners, and fostering positive working relationships by establishing high expectations for quality, excellence, and customer service. Blends thorough research, effective negotiation and communication, and sound decision making to yield successful results for promotions and events with budgets of up to \$2M+ and more than 800 attendees.

### Skills

- End-to-End Event Management
- Project Planning & Execution
- Excellent Customer Service
- Event Design & Logistics
- Relationship Building
- Operational Effectiveness
- Key Programs & Initiatives
- Team Leadership & Development
- Negotiation & Communication
- ROI & Revenue Growth
- Budgets & Timelines
- Quality Assurance
- Technical Skills: Microsoft Office (Outlook, Word, Excel, PowerPoint) | SAP

### Experience

Manager, Hockey Operations and Logistics

January 2016 to Current University Of North Carolina Greensboro i¼ Fort Collins , CO

- Reporting to the Director, successfully managed the planning and execution of the Scotiabank Pro-Am for Alzheimer's in support of Baycrest Hockey program.
- Focused on retaining existing corporate teams while recruiting new event partners.
- Collaborated with peers, vendors and volunteers to ensure a world class fundraising event while staying under budget.
- Developed and enhanced ancillary events with key stakeholders (Launch events, Winter Warm-Up, Alzheimer's Awareness Month Campaign) Developed strong relationships with all key partners, senior management and lead volunteers.
- \$1.4 million in fundraising while managing the Scotiabank Pro-Am events Developed a strategy to acquire new corporate sponsorships Successfully stewarded existing partnerships to add additional support Bonded with all key stakeholders, senior management, corporate sponsorship partners and lead volunteers.
- Built a renewed sense of trust and excitement within a longstanding event.
- Created engagement opportunities which resulted in doubling our tracked media impressions to over 900M with a minimal external advertising budget

### Key Accomplishments:Â

- ProAction is a non-profit organization that supports police officers with opportunities to make a positive and impactful connection with youth.

### Sr. Manager, Event Production

January 2014 to Current DC Event Productions i¼ City , STATE

- Manage all event logistics, from ideation to execution.
- Including but not limited to: creating budgets, detailed project schedules and outlining goals and objectives for each event while coordinating trade shows, exhibits, social events, and guest programs for corporate, consumer and/or non-profit clients.
- Manage all event production and management, including audio visual, internet, mobile applications, registration, housing, space allocations, volunteers, etc.
- Identify overarching agendas, programs and experience required to support strategy and overall event objectives and propose plan to leadership
- Manage a vendor team and suppliers from initial briefing through on-site execution; oversee external relationships which support direct efforts and collaborate closely with Regional Managing partners to develop and successfully execute event
- Manage event logistics such as booking locations, transportation, vendor sourcing and management, project plan management, organizing and shipping necessary displays and identifying other assets needed to drive effective events
- Manage, create and execute communication and activation plans such as event rundowns, including scripting, PowerPoint presentations, etc. for scheduled events
- Schedule and manage event deliveries, setup and tear-downs, create and organize gift bags, print materials, signage, order relevant dÃ©cor and schedule support to ensure events are properly staffed
- Maintain vendor and contractor lists as well as negotiate and execute on contracts with vendors
- Manage budget of related firm events; track comprehensive event metrics and ROI for reporting and analysis post event

## Key Accomplishments:

Successfully managed from ideation to execution the 25th Anniversary Gala for ProAction Cops & Kids. ProAction is a non-profit organization that supports police officers with opportunities to make a positive and impactful connection with youth.

### Assistant Manager, Sponsorships, Events and Promotions

January 2005 to January 2014 Molson Coors Canada 1/4 City, STATE

- Managed the effective execution of partner sponsorship and promotional initiatives including internal and external events.
- Collaborated with cross-functional teams to identify and maximize opportunities during sponsored events.
- Managed Molson sponsored partner activations ie.
- Golf Canada, Slo-Pitch National (SPN), Molson Canadian Amphitheatre, MLSE while delivering on contractual rights.
- Successfully managed \$2M+ budget by overseeing all expenditures and reviewing/approving expenses.
- Developed Molson Canadian Amphitheatre programs, while executing all event related requirements.
- Key Accomplishments: Ensured the effective execution of both internal and external events.
- Prioritized the utmost guest satisfaction for more than 800 attendees during the 2010 Winter Olympics and the 2013 Winter Classic, streamlining event logistics, transportation, ticketing, flights, accommodations, and hospitality services.
- Co-managed in the successful account management of MLSE, including Molson Executive Suite, Joint Molson and MLSE Customer Trips, Customer/Consumer Incentive programs and Molson Cup.
- Significantly increased customer retention and satisfaction through collaboration with national account managers to conceptualize and execute strategic customer reward programs.

### COORDINATOR, SALES PROMOTIONS

January 2001 to January 2005 Molson Coors Canada 1/4 City, STATE

- Tasked with enhancing Molson sales promotions through strategic marketing, branding, and program coordination.
- Managed a range of promotional programs while maintaining an effective training regimen to ensure compliance with business objectives and company standards.
- Key Accomplishments: Took charge of the company's largest Grassroots program, Slo-Pitch National (SPN) as well as the National Golf Program, drawing on strategic leadership and communication to drive positive ROI.
- Propelled membership growth by establishing and strengthening relationships with SPN personnel and players and maintaining solid product sales.
- Enhanced brand awareness and representation for several key Golf Canada National Golf Events, including RBC Canadian Open, CN Women's Open, and Golf for the Cure by directing a Molson Canadian 67 branding team in executing clear messaging and brand implementation.
- Optimized product sales during the busiest season by steering a Summer Rep Training program to restructure training processes and reinvigorate professional development among the sales force team.

### Coordinator

Deputy Returning Officer | Elections Canada 1/4 City, STATE

- Consumer and Corporate Programs | Molson Coors Canada - Toronto, Ontario.

### Education and Training

Bachelor of Arts : History University of Toronto 1/4 City, State History

### Skills

account management, advertising, Event Management, event production and management, fundraising, Logistics, sales, SAP, strategic marketing, trade shows