

PROFESSIONAL HISTORY

Event Manager (Contract) | Nth Degree | Boston, MA

2016 – Present

Google Cloud Summit series 2018 | Google

- Liaison between Google marketing teams, sponsors and outside agencies for this worldwide summit series
- Consult and develop data collection and tracking processes and protocols
- Act as main point of contact for approximately 25 sponsors per city
- Track deliverables and communicate deadlines to sponsors

NSX Workshop series | VMware, Inc.

- Coordinate 100+ 1-day workshops hosted by client and client partners
- Conduct venue research and oversee contract negotiations (venue, F&B, A/V)
- Develop registration websites to include invitations, emails communications, waitlist, and reporting
- Responsible for registration management, project timeline, training onsite staff, budget, and reporting

INBOUND 2017 | HubSpot, Inc.

- Managed 100+ speakers from selection through evaluation scores notification
- Updated SRC with appropriate documentation to include FAQ's, deadlines, agreements, and guidelines
- Developed email communications (accept/decline notifications, task reminders, onsite reminders, follow-up)
- Updated and maintained session information for websites, scheduling app, and printed materials
- Assisted in conducting thorough SRC site testing
- Liaison between speaker and committee members during PPT review cycle
- Liaison between client, speakers and vendor in tracking audio/visual requirements
- Prepared detailed status reports and attended client meetings

RSA Conference 2017 | RSA Security LLC

- Responsibilities listed above re: HubSpot, Inc.

CoreOS Fest 2017 | CoreOS

- Participated in discovery sessions and documented event goals and objectives
- Delivered audience profile, event objectives, and research documentation
- Used audience profile to research and document competing events
- Used audience profile and competing events data to research, document and present date and venue options
- Scheduled and attended venue site visits

Various Programs | Qualcomm

- Managed data collection and prepared reports that assisted in determining tradeshow to book. Deliverables included show calendar roadmap, evaluations, metrics and PowerPoint presentations
- Oversaw venue selection for evening events, to include site research, coordination of site visits, budget development, and venue and catering contract negotiations

Project Manager (Contract) | GMC+A ([The Great Fermentation](#)) | Boston, MA

2017

- Participated in 4-day design charrette with the core team of designers and content developers
- Led team communications throughout the development, design, fabrication and installation process
- With the project lead, defined and managed overall strategy, led the project from concept design to final design
- Managed the project schedule and responsible for meeting concept package milestones
- Provided development and design management recommendations
- Sourced, secured and managed vendors in the development, design, execution, installation and ancillary functions
- Managed ancillary elements including website and media production
- Oversaw budget and made recommendations on value engineering
- Managed project documentation process including but not limited to RFPs, schedules, budgets, manuals, supplies
- Assisted with coordination of A/V systems and lighting integration

Director of Special Projects | Arizona Science Center | Phoenix, AZ**2014 – 2016**

- Prepared weekly departmental status updates and pipeline reports to present the executive team
- Responsible for research, budget management, project planning, and design/implementation (conceptual design, design development, prototyping, fabrication, program testing, program development and staff hiring and training)
- Led \$1.5m [maker space construction project](#) from design development through conception
- Conducted research and interviews with experts, staff, and stakeholders to collect data and develop business model
- Oversaw cross-functional teams including marketing, PR, education, facilities, exhibits, sales, and development
- Responsible for budgets, schedules, advertising and earned media, social media, events and strategic initiatives
- Wrote website content and developed web navigation matrix
- Maintained accurate data, records and reports, ensuring ongoing communication between departments
- Planned day-to-day office operations, sourced and purchased supplies, equipment, furniture, and materials
- Developed staffing plan and schedule, and maintained departmental organizational chart
- Recruited and screened applicants, coordinated interviews, and hired new team members
- Worked with IT in identifying technology needs, budget, and security to ensure seamless execution of plans
- Assisted team with inventory management, procurement, support, and logistics for large/small programs
- Oversaw \$250k renovation clean-up project, and sourced, obtained, and outfitted new office space
- Developed project plan in support of a world premiere exhibition - [POPnology](#); and worked with partners to form high-level events featuring industry talent

General Manager | [Mummies of the World](#) Touring Company LLC | Boston, MA**2010 – 2013**

- Identified and secured object loans with museums and institutions worldwide
- Developed curatorial protocols and ensured safe transport of objects within the U.S.
- Managed architects and designers in creating exhibition layouts and lighting plots
- Responsible for installation and dismantle in each location including securing and managing staff and vendors
- Created and maintained operations manuals and conducted staff training to ensure seamless day-to-day operations
- Developed and implemented reporting and accounting structures
- Maintained budgets and schedules
- Coordinated domestic and international business travel and processed expenses/reimbursements
- Managed marketing agency in developing and executing plans (advertising, promotions, social media, events)
- Managed branded and non-branded retail merchandise operation
- Oversaw audio guide production, operations, and sales
- Wrote website content and developed web navigation matrix
- Conducted attendee surveys
- Worked in partnership with host venues across all departments per agreed upon guidelines and goals

Highlighted achievement: Slashed production costs savings in each city by an average of 30%

Exhibition Director | [BODY WORLDS Exhibitions](#), a Plastination Inc. company | Boston, MA**2006 – 2010**

- Led day-to-day operations at hosted institutions across the U.S. including the Boston Museum of Science
- Created and maintained manuals and conducted staff training to ensure seamless day-to-day operations
- Hired, trained and managed onsite team (marketing, communications and retail)
- Implemented reporting and accounting structures, and analyzed statistical data to deliver maximum sales
- Managed agencies in developing and executing marketing plans (advertising, promotions, social media, events)
- Supervised retail, ticket sales, turnstile operations, group sales, and controlled revenue flow
- Managed branded and non-branded retail merchandise operation and oversaw audio guide operations and sales
- Conducted attendee surveys
- Worked in partnership with host venues across all departments per agreed upon guidelines and goals

Highlighted achievements: Consistently exceeded attendance goal up to 19%; Delivered top ten most well attended day in museum history

PRIOR RELEVANT EXPERIENCE

Sales & Marketing AE | Print Resource | Framingham, MA

2002 – 2006

- Managed relationships with key clients to produce up to \$600K in sales annually
- Developed new streams of revenue through targeted program creation
- Developed value-added relationships with buyers and expand offerings
- Managed printers to ensure top quality within budget and on-time to ensure customer satisfaction

Highlighted achievement: Exceeded sales goal by 23% and increased overall sales by 120% via value-added services

Marketing Director/MarComm Manager | Framingham, MA

1997 – 2002

- Areas of focus include Corporate Marketing, Marketing and Development, Registration Management and Speaker Management for companies like: IDG World Expo, IMARK communications and NMS Communications
- Managed teams of up to 7, budgets up to \$1m annually

Highlighted achievements: Doubled annual sales by creating regional direct sales task force; Secured and supported promotional partnerships resulting in \$500k in advertising trade

EDUCATION

- Design & Logistics Certificate, Meeting Professionals International (MPI), 2018
- Sourcing & Strategy Certificate, Meeting Professionals International (MPI), 2018
- Project Management Certificate, University of Massachusetts, 2017
- Designing & Implementing the Agile Classroom Certificate, Seattle University, VS, Germany, 2015
- Strategic Management coursework, Harvard University, 2014

AFFILIATIONS

- Meeting Professionals International (MPI)
- Project Management Institute (PMI)

AWARD

2003 Crystal Award of Excellence

Produced multi-media promotional simulation in support of new product launch, competing against 3,401 entries from 47 states and 11 countries.

SOFTWARE

Microsoft Office Suites | Google Drive | G Suite | Cvent/Lanyon | Eventbrite | Adobe Slate | Acrobat Pro DC | Basecamp | Smartsheets

LINKS

- www.stacysidman.com
- www.linkedin.com/in/stacysidman