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**OBJECTIVE**

Senior professional position with company offering challenges and growth opportunities in meeting and event management.

**SUMMARY**

Meticulous event manager with more than twenty years of experience in producing and managing events that exceed expectations in corporate, association and third-party companies. A highly-skilled project manager and expert in client relationships, negotiations, organization and management training.

**PROFESSIONAL EXPERIENCE**

***Spear One Productions***

***August 2003 to Present***

***Customized Meeting and Incentive Management***

**PROGRAM MANAGER**

- Developed and successfully implemented \$1.5 Million Annual Crew Retention/National Incentive Program for Dr Pepper Sonic Games including website design and management, IVR, mystery shops, award fulfillment, program logistics, communication and marketing, store enrollment and on-site logistics for Games Finals and Award ceremony at Sonic's National Convention. Enrollment was rolled out to more than 3,000 Sonic stores across the country and finals were comprised of more than 150 people representing the twelve top managers and crews, senior Sonic and Dr Pepper executives.
- Developed, trained and managed several junior staff members on incentive and meeting planning.
- Successfully planned and executed incentive trips for top sales winners at Intervoice for two years in a row with 150 people comprised of senior sales and senior management executives. Received rave reviews on evaluations on both programs.
- On a yearly basis, successfully managed and implemented more than 10 programs for 7 key clients (Association & Corporate) held in the US, Canada and Caribbean ranging from 50 to 500 people including website registration, vendor and hotel contracts, marketing and communications, program collateral, and on-site logistics and program delivery.

***International Association of Assembly Managers, Coppell, TX***

***Feb 2003 to Aug 2003***

***Global association of Sports Arena, Convention Center and Public Assembly facilities managers***

**MEETING MANAGER (Independent Contractor; Manager was out on Medical)**

- Planned, organized and successfully managed the annual convention and three major conferences for a 2500+ member association of facilities managers.
- Contract negotiations with on-site hotels and convention facilities resulted in net savings of \$35K for the association's annual meeting.
- Quickly established effective working relationships with the Board of Directors, Conference Committees and members at large, resulting in effective needs analysis and fulfillment with an emphasis on customer service.
- Updated and maintained an association website with information related to upcoming conferences, events, and online registration.
- Acted as the on-site liaison and coordinator for all aspects of the convention including guest speakers, entertainment, catering, audio/visual, lodging, and meeting facilities.
- Adept at overcoming obstacles through creative thinking and adaptability.

***Young Presidents' Organization, Dallas, TX***

***July 2002 to Aug 2002***

***Independent Contractor (interim position)***

**SEMINAR MANAGER**

- Successfully managed multiple seminars and meetings for a demanding membership.
- Effectively negotiated contracts with hotels and vendors in the meeting industry.
- Maintained website with registration details for meetings and seminars.

**American Association of Managing General Agents (AAMGA), Overland Park, KS Jan 2001 to May 2002**  
*Independent Contractor—continuation of AAMGA's events coordination after disestablishment of Martin Fromm*  
**DIRECTOR OF MEETINGS/EXHIBITS AND MEMBERSHIP**

- Planned, coordinated and managed two annual conventions and six annual conferences for a national insurance association with 1500+ members, and an annual meetings budget of \$1.5 million.
- Built and maintained relationships with committee members, board members, and members at large, resulting in effective communication and customer relations.
- Demonstrated effective contract negotiations with resorts, hotels and various vendors in the meeting industry.
- Consistently provided outstanding meetings, conventions and special events within association budget.
- Developed comprehensive Event Programs and Exhibitor Prospectus.

**Martin Fromm and Associates, Kansas City, MO**  
*Association Management*

**January 1996 to January 2001**  
*(Company went out of business)*

**DIRECTOR OF MEETINGS (AAMGA, APT & ASG)**

- Successfully managed meetings and both national and international conventions for three in-house associations.
- Highly effective skills in maintaining and building key relationships with committee and board members within the associations.
- Demonstrated effective contract negotiations with hotels and various vendors in the meeting industry.
- Consistently provided outstanding meetings/conventions within association budget.
- Program and Exhibitor Prospectus development.

**Meeting Resources, Inc., Shawnee Mission, KS**

**Jan 1995 to Dec 2000**

*Customized meeting and incentive management.*

**ACCOUNT MANAGER**

- Successfully managed national meetings and incentive programs for several large companies.
- Effectively demonstrated interpersonal skills in communication by building and maintaining client relationships.
- Successfully planned and organized imaginative and creative special events based on the clients' themes or meeting objectives.

**Marion Merrell Dow, Inc., Kansas City, MO**

**July 1985 to Dec 1994**  
*(Dept. was dissolved)*

*Global manufacturer and marketer of pharmaceutical products.*

**PROFESSIONAL EDUCATION SERVICES SPECIALIST (1990-1994)**

- Successfully managed multiple educational programs for several worldwide clients and corporate departments.
- Managed meetings for marketing, medical research and clinical research groups with a budget of over \$2 million.
- Worked with high-level corporate and academic professionals representing a variety of disciplines worldwide.
- Effectively demonstrated interpersonal skills in communication by building and maintaining key relationships for Marion Merrell Dow.

**PROFESSIONAL EDUCATION (1985-1990)**

- Managed domestic activities in meeting planning.

**SECRETARY TO DIRECTOR OF PROFESSIONAL EDUCATION (1985-1988)**

**EDUCATION**

B.S. in Business Management, Avila College, May 1992

**Certified Meeting Professional, January 2002**

**SPECIALIZED SKILLS**

Highly skilled user of Microsoft and Mac systems, Microsoft programs including Word, Excel & PowerPoint and an expert in time management, budget management, team building, problem solving and decision making.

**REFERENCES**

Furnished upon request.