

SHIRLEY LITTLE, CMM

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STRATEGIC EVENT MANAGEMENT CONCEPTUALIZATION ♦ MARKETING CAMPAIGNS ♦ OPERATIONS

CAREER PROFILE

Highly effective and innovative events management professional with over 20 years experience. Widely regarded creator of internationally acclaimed industry conferences. Demonstrated ability to design event strategies to match corporate objectives and audience needs. Strong track record of consistently attaining positive responses from attendees while ensuring marketing messages and financial results are achieved. Proven excellence in delivering events of all types including executive forums, targeted regional and online seminars, employee meetings, and large scale conferences. Recognized leader able to select and build a cohesive team of cross functional employees, contractors, and suppliers. Creative, resourceful and flexible problem-solver with an eye for detail. Expertise in:

- ♦ **Event marketing strategies**
- ♦ **Project management, collaborative team approach, and process implementation**
- ♦ **Negotiations and contracts**
- ♦ **Event selection, development and delivery**
- ♦ **Domestic and international events**
- ♦ **Partner sponsorship programs**
- ♦ **Financial planning, budget management, expense control, and measurement**
- ♦ **Executive communications**
- ♦ **Marketing campaigns**
- ♦ **Respected leader and successful mentor**

PROFESSIONAL EXPERIENCE

CITRIX SYSTEMS, FT. LAUDERDALE, FL (2008 – CURRENT)

CONSULTANT, MARKETING COMMUNICATIONS – Audience acquisition responsibility for industry conference and company's largest global event, Synergy 2009. Strategically identified, qualified, and pursued target audiences. Customized marketing programs, created specialized promotions, and managed communication vehicles inclusive of e-mail campaigns, websites, newsletters, webinars, print ads, telemarketing, partner and field toolkits and events. Utilizing best practices and extensive experience base, guided overall event development, making recommendations on messaging, agenda, sessions, keynotes, entertainment, budgets, and execution. Tracked communication response rates and registration trends to refine marketing activities, resulting in record attendance.

MCAFEE, SANTA CLARA, CA (2007 – 2008)

DIRECTOR, CUSTOMER EVENTS AND MARKETING – Directed strategy and execution for company's first ever user conference, Focus. Drove marketing campaign from thematic development and content creation through delivery of collateral, website, e-marketing and conference materials, tailoring communications to targeted audiences. Designed partner sponsorship and exhibition program. Responsible for conference agenda, general sessions and breakouts. Managed registration, timelines, budgets, food and beverage, special events, entertainment, executive schedules, signage, ancillary groups and ad hoc meetings, speakers, venues, vendors, and logistics. Developed meeting RFPs, conducted comprehensive research to select venues and vendors, and negotiated contracts.

- ♦ Managed **\$3.8-million dollar budget** for **1,200 person** inaugural user conference.
- ♦ Delivered **professionally produced sessions** with 8 keynotes, 9 parallel breakout tracks offering over 90 unique topics in panels, roundtables, sessions, and product demonstrations.
- ♦ **Oversaw diverse team of 40+ cross-functional contributors** and managed onsite staff of 80 employees and suppliers.
- ♦ **Raised \$1.8-million dollars** in attendee and partner sponsorships revenue the first year.

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EMC SOFTWARE GROUP (FORMERLY DOCUMENTUM), PLEASANTON, CA (1996 – 2007)

DIRECTOR, CORPORATE EVENTS (2001 – 2007) – Owned customer and prospect events including **advisory councils, user group meetings, C-level Summits**, and the **industry's premier conference**, Momentum, held bi-annually in the **US and Europe**. **Established marketing strategy** and **owned P&L** for break-even financial model. **Hands-on execution** with skeleton staff of one full time employee.

- ♦ Achieved **10 year consecutive year-over-year attendance growth** with final year attendance of 2,500 delegates in North America and 1,300 in Europe.
- ♦ **Increased partner sponsorships funding by 875%** from \$265,000 in 1996 to combined North America and European sponsorship sales of \$2,320,000 in 2006.
- ♦ Managed **multi-million dollar budgets**, consistently exceeding registration and sponsorship revenue goals while holding expenses at or below plan.
- ♦ **Measured event effectiveness** and developed extensive customized reporting.

SENIOR MANAGER, TRADE SHOWS AND EVENTS (1996 – 2001) – Developed and managed **comprehensive annual event marketing plan**, working closely with product marketing, partners, and field organization to champion strategic initiatives in event marketing. Organized and executed company's lead and awareness generation campaigns including **conferences, online events, regional seminars, trade shows, product launches, partner pavilions, and customer meetings**. **Launched marketing program for government market**, developing materials to communicate brand identity, impart product information, and increase interaction with customers and prospects in this newly targeted industry. Managed **annual company and sales kick-off meetings** and assisted with **incentive clubs, employee events, teambuilding activities, and department off-sites**.

- ♦ Managed **over 120 events annually**.
- ♦ **Introduced online events** to the marketing suite.
- ♦ **Reduced trade show costs by >50%** by establishing procedures that ensured timely registration and materials/services orders, selecting new suppliers, and realizing savings on contractor hours.
- ♦ **Designed and procured exhibit properties**, bringing additional functionality to the booth and expanding the ability to support multiple concurrent shows and booth configurations of up to 60'x60'.

SIEMENS NIXDORF, SAN JOSE, CA (1994 – 1996)

SENIOR EXHIBITS AND EVENTS MANAGER – Recommended, planned and implemented **50 trade shows and events annually**. Responsible for \$3,300,000 annual budget. Managed capital equipment valued at \$1,200,000 and five sets of booth properties, involving complex component scheduling.

- ♦ Introduced live multimedia theater to trade show presence and **increased leads by over 300%**.
- ♦ Received **Best-of-Show Awards** at Oracle OpenWorld and CeBIT.
- ♦ Orchestrated **hospitality events, speaking opportunities, partner co-promotion, and press meetings** at trade shows resulting in higher quality leads and greater media coverage.

EARLY EXPERIENCE

SUN MICROSYSTEMS, MOUNTAIN VIEW, CA (1991–1994)

MARKETING COMMUNICATIONS SPECIALIST

BOWERS IMAGING TECHNOLOGIES, SAN FRANCISCO, CA (1987–1991)

SALES & MARKETING COORDINATOR

OUTBOUND TRAVEL, SAN LEANDRO, CA (1982–1987)

MANAGER, CORPORATE & LEISURE TRAVEL

EDUCATION

CMM (CERTIFIED MEETING MANAGER) - Meetings Professionals International, Dublin, Ireland (2005)

Studies toward **MBA** - Holy Names College, Oakland, CA (1994 – 1995)

BACHELOR OF ARTS, PSYCHOLOGY - Graduated With Honors. University of California, Berkeley, CA (1980)