



JORDAN OKONKWO

Event Manager

Director of events with 14 years building global event programs at high-growth B2B companies. Own portfolios of \$7M-\$11M, lead teams of 9-12, and set the strategy for flagship user conferences of 5,000+ attendees. Track record of tying events to pipeline, retention, and brand.

CONTACT INFORMATION



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EDUCATION

- **M.B.A., MARKETING, UNIVERSITY OF WISCONSIN-MADISON, 2014**
- **B.A., ENGLISH, MACALESTER COLLEGE, 2010**
- **CMP, EVENTS INDUSTRY COUNCIL, 2016**

KEY SKILLS

- Portfolio strategy \$7M-\$11M
- Team leadership (9-12 staff)
- Attribution and pipeline modeling
- Sponsorship monetization
- Master vendor agreements
- Customer advisory boards
- Cvent enterprise admin
- Salesforce + Tableau reporting
- Agency management
- Crisis and contingency planning
- Executive stakeholder management
- International event production

PROFESSIONAL EXPERIENCE

DIRECTOR, GLOBAL EVENTS | VERDANTAGE CLOUD, MINNEAPOLIS, MN | 2021 - PRESENT

- Own a \$9.6M global event portfolio across user conference, regional summits, trade shows, and exec programs.
- Lead a team of 11 (3 managers, 6 coordinators, 2 producers) plus a \$1.8M agency roster.
- Grew flagship user conference from 3,400 to 5,900 attendees in 3 years while holding cost per attendee flat.
- Built attribution model with RevOps showing events sourced or influenced 31% of new ARR last fiscal year.
- Reset sponsorship pricing tiers, lifting sponsor revenue from \$1.2M to \$2.6M across two cycles.

HEAD OF FIELD AND CUSTOMER EVENTS | HARTWELL INDUSTRIAL SOFTWARE, ST. PAUL, MN | 2018 - 2021

- Stood up the first dedicated events team (7 hires) inside a Series D company scaling from 400 to 1,100 employees.
- Designed a 5-region field event calendar covering 60+ touchpoints per year.
- Owned the customer advisory board program for 28 enterprise accounts.
- Negotiated the company's first multi-year convention center master agreement in Chicago.
- Cut average event production cycle from 16 weeks to 11 by standardizing brief templates.

SENIOR EVENT MANAGER | CRESTERLY FINANCIAL GROUP, MADISON, WI | 2014 - 2018

- Produced annual investor day for 350 LPs and a partner roadshow across 7 cities.
- Managed compliance review for all speaker decks and event collateral.
- Ran sponsorship sales for the firm's industry summit, closing about \$740K per cycle.
- Mentored 4 coordinators, 3 of whom were later promoted to manager.

EVENT MANAGER | OAKBRIDGE STRATEGY CONSULTING, MILWAUKEE, WI | 2011 - 2014

- Planned executive workshops and client offsites in 14 US cities and 3 European cities.
- Managed travel and visa coordination for partner-level attendees.
- Built the firm's first vendor scorecard used to consolidate from 38 to 12 preferred suppliers.
- Owned post-event survey program and quarterly client experience report.