

PROFILE

- Highly effective business development and event programmer with 16+ years progressive experience overseeing the creation, sale and execution of premier events
- Self-motivated, client focused leader with excellent interpersonal and group skills
- Trusted client liaison having served as primary contact for prominent sports organizations including the NFL, NBA, MLB and MLS

EXPERIENCE

DRAKE UNIVERSITY, DES MOINES, IOWA

Director – Alumni Relations

2017 – Present

- Develop, implement and manage comprehensive alumni engagement and communication strategies to strengthen relationships between the University and more than 70,000 alumni.
- Actively manage and serve as a career development leader to (6) professionals, together creating strategies to enhance Drake University's Alumni Associations local, regional and national engagement and volunteer opportunities.
- Serve as an active member of the senior management team which assists the Vice President in all aspects of developing, staffing, managing, evaluating and executing successfully the collective work and high expectations of Alumni and Development.
- Represent the Office of Alumni Relations with campus partners including direct engagement with academic deans, admissions, athletics, student life, career services and the President's Office.
- Manage programs to educate and inspire current students to appreciate the value of a life-long relationship with Drake.

Major Gift Officer – College of Business and Public Administration

2016 – 2017

- Manage portfolio of 100+ major gift prospects throughout the country
- Identify, cultivate and solicit prospects for gifts in excess of \$25,000 to the University

WELLMARK BLUE CROSS AND BLUE SHIELD, DES MOINES, IOWA

2014 – 2016

Business Development Event Planner

- Manage event programming and execution for a variety of external/public facing educational and promotional events/meetings
- Responsible for entire event experience ranging from event budget projections/reconciliations and site selection to logistics and run of show.
- Partner with appropriate internal business partners and stakeholders as necessary to develop programs that will deliver the appropriate messaging/content to achieve business objectives

WALT DISNEY WORLD RESORT, LAKE BUENA VISTA, FLORIDA

Sports Business Development Manager, ESPN Wide World of Sports

2012 – 2014

- Responsible for creating innovative strategies targeting sports-based marketing partnerships and events to maximize Direct OI and Strategic Value
- Negotiated multi-year agreement with event partner expected to achieve calculated net revenues of approximately \$1.5M in Direct OI and Strategic Value
- Developed financial modeling to determine viability of potential events and in turn analyze business strategies. Routinely provided documents to Executive Leadership for further analysis
- Served in a cross utilization capacity with the Disney Institute within their Sports Business Consultation team
- Was part of a (12) member team that facilitated on-site volunteer training to over (4K) volunteers prior to Super Bowl XLVI
- Developed Disney Fit Challenge event targeted at capitalizing on growing popularity of competitive fitness. Identified and negotiated with 3rd party partner to program event. Chaired team responsible for branding event, developing sales strategy and marketing plan.

Sports Event Manager, ESPN Wide World of Sports

2007 – 2012

- Created and managed high-quality events focusing on the guest experience while working with financial budgets.
- Managed a portfolio of major events including the Under Armour All-America Game, Pop Warner Super Bowl and NFL Flag National Tournament of Champions
- Created and managed the Walt Disney World Pro Soccer Classic, a Major League Soccer pre-season event comprised of (8) professional teams. Responsibilities included branding, marketing, team sales and event execution
- Earned 2010 Team Platinum Circle Award for achieving over 100% of sales goals in multiple criteria

Andy Verlengia

WALT DISNEY WORLD RESORT, LAKE BUENA VISTA, FLORIDA

Event Coordinator, Disney's Wide World of Sports

2006 – 2007

- Served as the lead coordinator for a vast array of local, national and international events, including 2007 NBA Pre-Draft Camp, Disney's Soccer Showcase and Pop Warner Super Bowl
- Communicated with event managers, guest service managers and coordinators from various departments, ensuring they were equipped with the proper amount of labor, utilities and logistical support to conduct the event
- Continually surveyed, recorded and evaluated event successes and areas of opportunity for future planning
- Finalist for Walt Disney World Ambassador Program, representing over 67,000 employees

Concierge, Disney's Grand Floridian Resort & Spa

2005 – 2006

- Provided world class service to guests at Disney's flagship resort
- Dealt quickly and efficiently with any and all Guest issues, performing immediate Guest Service Recovery

ATLANTA BRAVES SPRING TRAINING, KISSIMMEE, FLORIDA

2007

Concierge for Atlanta Braves Baseball Team and Executive Offices

- Serviced the Braves organization on a daily basis, communicating the needs of the front office to the appropriate Disney operational partners and following up to ensure needs were met
- Exuded extreme professionalism and discretion when interfacing with celebrity athletes and executive level leadership
- Fielded and executed requests from players, staff members and executive leadership including but not limited to dining reservations, concert tickets, resort bookings, and golf excursions
- Demonstrated strong networking skills by developing and maintaining contacts at many key dining and entertainment venues
- Developed and maintained a detailed contact sheet as well as a personnel request log for review by the General Manager

SIGMA CHI FRATERNITY, EVANSTON, ILLINOIS

Director of 150th Anniversary

2004-2005

- Served as Project Manager for June 2005 event that drew nearly 2,000 attendees
- Coordinated and managed outside vendors, internal staff and executive volunteer board efforts
- Collaborated in the creation of event budget, totaling \$2 million
- Chaired staff committee responsible for developing event structure and determining intended audience of historic event
- Developed revenue-generating ideas to fund portions of the event not covered by guests' registration costs
- Constantly improved registration process through testing and retesting, with the guests' needs in mind
- Drove customer satisfaction by personally handling attendees who needed service recovery
- Collaborated with design firm regarding event branding and marketing
- Collaborated on development of 'Hall of Fame' award as means of driving attendance from prominent members such as Mike Ditka, Tom Selleck, John Young and Jim Brady

Director of Conference Services

2002-2004

- Partnered with volunteer board on the creation and execution of inventive programming for undergraduates and alumni
- Synchronized logistics and marketing for special events ranging from small board meetings to large conferences attended by over 1,500 people
- Established and justified an annual budget of \$750,000
- Directed traveling staff of 30 people during all stages of planning and event execution for annual conference
- Managed full time staff member, overseeing the creation of streamlined departmental procedures for requesting event assistance and internal/external event satisfaction surveys
- Consistently sought cost saving measures, including the implementation of a new conference call provider, saving thousands of dollars
- Composed, edited and sent targeted emails to key constituents to promote upcoming events
- Excelled in working with Marketing Division to develop a variety of print media and publications including a campaign that won 1st Place for Total Communication from the College Fraternity Editor's Association

EDUCATION

DRAKE UNIVERSITY, DES MOINES, IOWA

Bachelor of Arts, Journalism & Mass Communication