

CORY O'DONNELL

Executive marketing and partnerships leader with 15+ years of experience delivering high-impact brand experiences across global markets. Proven record of driving revenue growth, including generating \$1M+ in new contracts within 90 days in current role, securing \$20M+ in sponsorship and ticket revenue, and managing multi-million-dollar programs. Known for building strategic partnerships and executing category-defining events that increase engagement and market share.

EXPERIENCE





DIRECTOR OF PRODUCTION, TEAM (REMOTE), 2024-PRESENT

- Lead TEAM's Experiential Production Department, overseeing multi-million-dollar programs for new and retainer clients while managing a revolving portfolio of 6–10 properties at a time and a team of 6 direct reports
- Generated more than \$1M in new contracts within the first 90 days by driving strategic experiential event planning and new business initiatives
- Create new business strategy and pitch development, delivering revenue growth and long-term partnership acquisition across diverse industry sectors
- Direct large-scale, in-person brand experiences in collaboration with client and internal creative teams, producing high-impact engagements that drive digital content, user-generated content, and interactive campaigns
- Serve as Production Director for all Stagwell Global event executions, managing high-profile clients, enterprise partners, and cross-functional stakeholders
- Build and scale strategic partnerships with national and premium brands across technology, sports, media, entertainment, and consumer sectors, including Stagwell Global, Citadel, Molson Coors, S&S Activewear, and The Reynolds Corporation

MANAGING PARTNER/CO-FOUNDER, DO GREAT PROJECTS, 2019-2024

- Co-founded and led an experiential marketing and live events company, developing business models and strategic roadmaps for ticketed franchises, branded experiences, and experiential growth platforms
- Executive produced a flagship Amazon Prime Video experience in Aspen, Colorado, spotlighting original IP including The Marvelous Mrs. Maisel, Hotel Transylvania, The Boys, and The Lord of the Rings
- Served as executive producer and production partner for Hispanicize 2022 for NGLmitú, the leading Latinx digital-first media company co-founded by John Leguizamo
- Led marketing, ticketing, and financial strategy for Misfits Gaming Group's inaugural live tour, building all P&Ls, budgets, and financial models to support a new live event business line
- Acted as senior strategist for the wellness vertical of a new virtual education platform, producing 50+ hours of original content with top-tier talent and tripling viewership within six months
- Executive produced and served as production company for the inaugural American Western Weekend by Teton Ridge at Globe Life Field, a four-day event featuring rodeo and equestrian competitions, VIP programs, immersive guest experiences, and performances by Cody Johnson, Sheryl Crow, Darius Rucker, and others
- Other clients: Amazon Prime Video, Aurate, Equality Now, goop, Hello Sunshine, KNRGY, KonMari, Lively, Marie Kondo, Misfits Gaming Group, Nature Valley, nglmitu, Northwell Health, Phenomenal Media, Pioneer Natural Resources, RCA

CONTACT

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SKILLS

- Large-Scale Experiential Event Production
- Strategic Sponsorship Development
- Brand Strategy, Awareness & Identity
- Audience Engagement & Experiential Activation
- Budget Ownership & Revenue Growth
- Executive Leadership & Talent Development
- Cross-Functional & Stakeholder Collaboration
- Live, Virtual & Hybrid Event Strategy

AWARDS

- Event Marketer Award, Best Conference of the Decade (under 5000 people), Goop: In Goop Health 2019
- Event Marketer Award, Best Entertainment Activation, Adult Swim Drive-In Tour 2016
- Event Marketer Award, Best Use of Influencer Engagement, Neiman Marcus: Make Some Noise-SXSW 2015

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EXPERIENCE CONTINUED

EXECUTIVE PRODUCER, GOOP, 2017-2019

- Pioneered and scaled the In Goop Health event franchise, establishing it as a premier branded health and wellness summit and driving sustained revenue growth and brand affinity across markets
- Generated \$20M in combined sponsorship and ticket revenue, attracting 4,000+ attendees and earning Event Marketer's Best Conference of the Decade recognition
- Led end-to-end executive production across programming, content, sponsor activations, attendee experience, and talent curation to deliver category-defining, engagement-driven events
- Managed a \$7M production budget, ensuring operational excellence, financial discipline, and flawless execution at scale
- Drove incremental revenue through integrated retail strategy, producing \$500K in on-site sales and expanding overall event monetization
- Secured 1B+ PR impressions and elevated brand visibility by aligning marketing, communications, and high-profile talent strategy, including management of 150+ speakers and influencers

SR. EVENT PRODUCER/ACCOUNT DIRECTOR, NCOMPASS INT'L, 2015-2017

- Led client accounts from initial scope through live execution, serving as primary owner of program strategy, delivery, and client satisfaction
- Developed brand and program strategies aligned with client objectives and cultural trends, translating goals into scalable experiential initiatives
- Spearheaded the Adult Swim Tour for Cartoon Network, leveraging touring production and lifestyle engagement to secure repeat business and a multi-year agreement that increased year-over-year agency revenue
- Structured and managed project budgets, proposals, timelines, and contractual deliverables to optimize resources and ensure KPI attainment
- Directed cross-functional teams and production partners to deliver complex, multi-market programs on time and to quality standards

KEY EXPERIENTIAL PROGRAMS

- 2024–2025: TEAM: Citadel, S&S Activewear, RJR, Molson Coors, Stagwell Global
- 2024: CatAlina Productions: Fenty, NBC Universal, ABC
- 2019–2024: Do Great Projects. See case studies at coryodonnell.com
- 2017–2019: In Goop Health, Goop. Los Angeles, NYC, Vancouver, London
- 2017: FIFA 17 World Championship Tour – EA Sports, SXSW Awesomeness TV
- 2016: AMD Press Event Sonoma Mission Inn, Sonoma CA
- 2016: Wella Hair Care National Tour – System Professional Launch
- 2016: Adult Swim Drive-In Tour with Cartoon Network/Turner Broadcasting
- 2016: Halo World Championship Microsoft X Box
- 2015: Activision/Guitar Hero Seattle Seahawks Halftime Activation with Macklemore
- 2015: Adult Swim Drive-In Tour with Cartoon Network/Turner Broadcasting
- 2015: Comic Con "Conival" with Legendary Digital Networks and Nerdist
- 2015: 7-Eleven All Access Chill Tour Featuring Slurpee
- 2015: Make Some Noise with Neiman Marcus/Atlantic Records at SXSW
- 2014: Best Buy UHD Nationwide, Starz Network Outlander Premiere at Comic-Con

EDUCATION

WHITMAN COLLEGE

Bachelor of Arts - 2022 - 2024

UNIVERSITY OF SOUTHERN CALIFORNIA

School of Theater - 2000 - 2022

ACCREDITATION

Certified Co-Active Coach: Coaches Training Institute