

CORY O'DONNELL

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Brand engagement and sponsorship activation expert; growth generator, revenue driver; specializing in partnerships focused on marketing and promotional opportunities.

Professional Highlights

I lead national and global high-impact promotional campaigns and events that drive double-digit revenue growth, aligning brand strategy with aggressive business goals. I thrive at the intersection of brand, business, and partnerships; strategically creating new marketing and promotional opportunities for brands to create revenue and optimize growth. I recently spearheaded a flagship program for a multi-billion-dollar company that resulted in a category-defining brand moment, increasing customer engagement and market share by over 40% in key verticals. My proven ability to scale year-over-year revenue and implement data-driven marketing strategies supports my success in building and mentoring cross-functional teams that consistently exceed KPIs. My leadership blends strategic vision with hands-on execution, delivering measurable results in competitive, fast-paced markets.

Qualifications Summary

- Proven track record in managing substantial sponsorships with major brands as well as ensuring exceptional brand visibility and customer engagement through innovative marketing strategies and cutting-edge event technologies.
- Expert in directing large-scale productions, managing multimillion-dollar budgets, and leading cross-functional teams to achieve KPI's and exceed goals.
- Stellar record of devising robust event strategies and completing key projects to drive operational excellence and revenue growth.
- Experienced leader in global event management, specializing in orchestrating high-profile summits, conferences, and keynotes that engage senior leadership and top-tier talent, ensuring best-in-class entertainment and exceptional audience engagement.
- Expert in orchestrating premium events that enhance brand distinction and foster meaningful engagement.
- Proficient in leveraging technology to manage and execute virtual and hybrid events, demonstrating strong command of digital event platforms and online engagement strategies.
- Strong communicator; known for directing/training staff and teams, thriving across fast-paced environments, and fostering alliances with key stakeholders, vendors, clients, and management.

Areas of Expertise

- Event Production for large-scale flagship events
- Building of Partnership Marketing and Promotional Opportunities
- Strategic Audience Engagement
- Team Leadership & Collaboration
- Brand Awareness & Identity
- Stakeholder Engagement
- Budget & Revenue Accountability
- Cross-Functional Collaboration
- Strategic Brand Leadership
- Live Entertainment/Production Management
- Senior Leadership/Talent Management
- Virtual & Hybrid Events

Career Experience

Director of Production, TEAM, LLC, Ft. Lauderdale (remote from Denver)

2024 – Present

I am currently the Group Production Director for TEAM, overseeing the Production Department of TEAM's Experiential arm and the execution multi-million-dollar contracts for new and retainer clients

- I generated over \$1M in contracts within the first 90 days through strategic event planning
- I develop and execute New Business strategies and pitches, resulting in revenue generation and partnership acquisition
- I oversee a portfolio of accounts and their management ranging between 6-10 properties at all times, with 6 direct reports.
- I collaborate with client and internal creative teams to produce large scale in-person engagement that drive digital content, collect UGC, and interactive promotional campaigns
- I serve as the Production Director for all Stagwell Global event execution, managing high-profile programs, partners and clients.
- I've forged strategic partnerships with national brands and organizations across tech, music, sports, nightlife, media, education, non-profit, and high-profile entertainment sectors.
- I have established high-impact partnerships with premium brands such as Stagwell Global, S&S Activewear, Citadel/Citadel Securities, Molson Coors, and The Reynolds Corp (RJR).

Managing Partner/Co-Founder, Do Great Projects, Los Angeles/Denver

2019 – 2024

Designed and implemented innovative business models, concepts and strategic roadmaps to foster the growth and development of event franchises, ticketed live experiences and experiential brand marketing events. Directed and guided top-tier partners and teams to ensure flawless program management, encompassing event production, creative development, sponsorships, ticketing, marketing, public relations, talent engagement, and content creation.

- Elevated visibility and revenue growth as the Executive Producer of high-profile experiential events for major brands and talent.
- Developed and cultivated partnerships with prestigious client roster including Amazon, Virgin Galactic, goop, Hello Sunshine, The Estate of Tu Pac Shakur, Marie Kondo, Misfits Gaming, Equality Now, Aurate, KNRGY, etc.

Executive Producer, Goop, Los Angeles, CA

2017 – 2019

Pioneered production and program build of the top-tier event franchise, In Goop Health, establishing as premier industry standard in world of branded health and wellness summits. Developed strategy for franchise growth, increased revenue and brand affinity. Structured ticketing revenue mechanisms to ensure scalability and profitability of events. Executive Produced and oversaw all program elements including attendee engagement, content creation for brand reach, sponsor activations curated for organic attendee interactions, and talent curation. Summit success created a wholistic revenue increase across all sales verticals company-wide.

- Achieved sponsor and ticket revenue worth \$20M, attracted over 4000 attendees, and earned title of Best Conference of Decade by Event Marketer.
- Administered production with \$7M budget and validated flawless event execution and optimal allocation of resources.
- Strengthened partnerships and sustained financial support by steering brand partnership integrations and optimizing sponsor engagement and satisfaction.
- Executed retail strategy that generated \$500K in sales and added significant value to event.
- Attained over 1B PR impressions by streamlining marketing and communications initiatives.
- Facilitated franchise growth by achieving \$15M in sponsorships and \$5M from ticket sales.
- Enriched event's prestige by coordinating booking and management of over 150 talent.

Senior Event Producer/ Account Director, NCompass International - West Hollywood, CA

2014 – 2017

Led end-to-end management of accounts from inception to completion and acquired client satisfaction. Devised and employed strategic plans for brand and program initiatives to align with client objectives and market trends. Created, managed and executed contracts, deliverables and program timelines while leading cross-functional teams in an efficient manner that that created successful outcomes for all parties involved.

- Spearheaded The Adult Swim Tour for Cartoon Network using touring production and lifestyle engagement expertise, achieved repeat contracts and secured lucrative multi-year deal that enhanced year-over-year agency revenue.
- Optimized resource allocation and financial efficiency for each project by formulating detailed budgets, proposals, timelines and, deliverables to hit all KPI's.
- Oversaw team coordination and project execution to ensure timely delivery and quality outcomes

Key Experiential Programs

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

Additional Experience

2004 – 2014

Jon Bon Jovi Fan Club: Executive Producer of Touring Live Experiences
Linkin Park: Global Touring Road Manager, Media/Press Management, Executive Producer of VIP Hospitality Experiences
VIP Nation: Director of Fan Experiences: Fleetwood Mac, ZZ Top, Miley Cyrus, Tom Petty, REO Speedwagon
AEG Live: Coachella + Stagecoach: Production Manager and Artist Hospitality Manager
NBC Universal: Who Do You Think You Are: Talent Coordinator, France/US
Spin Magazine: Brand Partnerships, Head of Experiential Events

Education

Bachelor of Arts, Whitman College, Walla, WA 2002-2004
 University of Southern California 2000-2002
 The Stevenson School, Pebble Beach, CA

Awards & Honors

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

Accreditation

Certified Co-Active Coach: Coaches Training Institute