

# WILLIAM FITZROY

EXECUTIVE PRODUCER | INTEGRATED PRODUCTION STRATEGIST



## KEY SKILLS

Live Event Production	Contract Administration
Event Experience Development	Team & Talent Management
Creative & Strategy Development	Workflow Delegation
Project Management	Location & Site Surveys
Budgeting and Forecasting	Creative Communications
Event Logistics Planning/Direction	RFP Development & Budgeting
Production Risk Management	Vendor Relationship Management
Training and Mentoring Jr Teams	Operational Excellence



(503) 781-2206



contact@williamfitzroy.com



Chicago, IL

## EDUCATION

Millikin University - 1996 – 2000

Bachelor's Degree Candidate – Theater

## PROFILE

Seasoned executive event producer with a track record spanning over 20 years, specializing in the seamless planning and execution of industry-leading events from small activations to large scale conferences and consumer events with multi-million dollar budgets. Adept at integrating brand narratives with immersive experiences that resonate with diverse audiences in all experiential environments including consumer, tradeshow, B2B, mobile, product launch, retail, media, influencer, buzz, stunts, corporate, employee. Successfully managed 100+ events, introducing industry leading ideas that boost audience engagement and drive growth to clients and partners alike. Skilled in leading cross-functional project teams to deliver results within budget, while consistently exceeding stakeholder and team expectations. A legacy of deep, trusting, and personal relationships with a portfolio of clients, agencies, vendors, and individual people talent in all areas and functions of the industry.

*\* Client, Agency, Vendor, Colleague and Direct Report References available upon request*

## FREELANCE EXECUTIVE PRODUCER & PRODUCTION STRATEGIST

(2004 – 2025)

- Partnered with premier global marketing agencies to evolve large-scale event production and experience marketing initiatives, successfully managing projects from creative brief to execution within tight deadlines and budgets.
- Built and maintained trusted client relationships by deeply understanding unique event production needs and delivering creative directions aligned with branding, programming, and messaging objectives.
- Designed comprehensive guest journeys for physical, virtual, and hybrid events, incorporating staging, décor, ancillary facilities, and value-added services to create world-class experiences.
- Managed event budgets of up to \$13 million, overseeing financial planning and control while analyzing expense trends to mitigate variances and maximize cost efficiency.
- Recruit and lead production and creative crews to ensure adequate coverage for active and future projects, optimizing scheduling and resource allocation across a diverse portfolio of events.
- Clients include primarily B2B experiences for: Apple, Amazon, Salesforce.com, Google, Nissan, American Airlines, Dataweek, Samsung, T-Mobile, AT&T, Cellular One, Niantic, PayPal, EBay, McKinsey, Facebook, Meta, and many, many (many) others.
- Agencies I've successfully partnered with include: NVE, Hit Play, Tinsel, Advoc8, George P. Johnson, Jack Morton, Opus, Sparks, Happy Lucky, August Jackson, Wilson Dow, and a bunch of others.

## **STAFF & FULL TIME ROLES**

### **TINSEL EXPERIENCE DESIGN**

#### **Director of Production (2024 - 2025)**

- Successfully managed the end-to-end production of high-impact campaigns, delivering exceptional client experiences while meeting deadlines and budget constraints.
- Expanded the organization's capabilities by leveraging a network of freelance producers and vendors to execute multiple client projects seamlessly.
- Assessed and analyzed current production operations and team dynamics, implementing industry best practices to enhance efficiency and meet organizational goals.
- Established streamlined communication channels and alignment strategies across internal teams to improve project execution and cohesion.
- Optimized production processes and resource management, reducing bottlenecks and improving overall operational efficiency.
- Fostered a collaborative team environment, encouraging open communication and knowledge sharing to drive better results.
- Strengthened team leadership by implementing accountability frameworks and mentoring team members to achieve their full potential.

#### **BOOZ ALLEN HAMILTON, Production Director, Events & Experiences (2023-2024)**

- Appointed as Production Lead to establish and lead the Events & Experiences Capability team, strategically enhancing production values and defining key experience benchmarks for all events managed by the Engagement, Communications, and Marketing team.
- Developed and managed creative briefs for agency partners, driving the creative development process through strategic assessments, tactical guidance, and execution plans that aligned with leadership objectives and anticipated metrics.
- Collaborated with cross-functional internal teams to integrate marketing priorities, brand messaging, and target audience insights, ensuring seamless alignment across marketing activities and employee communications.
- Oversaw first ever large-scale events as Executive Producer, including:
  - Senior Associate Summit: Orchestrated an in-person event for 1,700 employees, managing a \$2.5 million budget.
  - All Hands Hybrid/Virtual Broadcast: Directed the inaugural broadcast for 35,000 employees, overseeing a \$3 million budget.
  - Culture Tour and Empowerment Fair: Led the planning and execution across 10 cities, managing a \$7.5 million budget.

### **PRODUCTION HIGHLIGHTS**

#### **Google Next Partner Summit** (Engaged by George P. Johnson – 2023)

- Scoped, managed, and reconciled a 2.5M budget including print, video, experience and scenic elements for a "conference within a conference" with a registration of 3k international employees
- Managed the Keynote workstream in partnership with other agencies on behalf of the primary client
- Provided creative guidance with the agency team to achieve the best possible experience outcome in the budget provided
- Built relationships with the internal events team at Google, provided recommendations, insights, and guidance to maximize their investment

#### **Google Cloud Leadership Summit – EMEA** (Engaged by Jack Morton – 2021)

- Curated international music talent encompassing the region's diversity, and managed both the direction and production of the opening and closing music videos of the event

[contact@williamfitzroy.com](mailto:contact@williamfitzroy.com)

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- Led the video direction and creative production of key elements of a live broadcast 7-hour interactive event that reached 500 executives and senior leaders regionally to amplify brand awareness and business objectives.
- Delivered the first major event after COVID for this audience that set the foundation for future large-scale events with hybrid modalities in a post-pandemic world

#### **BETTERUP Uplift** (Engaged by Glasshouse Productions – 2022)

- Formulated the RFP to win a major contract for a \$2.5M event, and managed all project planning documentation including the scope, budget, critical path, and approved vendor list
- Brought in as SME for event and conference best practices to prioritize major initiatives, put in place structured ways of working, and provide direction to a creative and production team of over 50 staffers

#### **Cloudera Evolve '22** (Engaged by Glasshouse Productions – 2022)

- Led the production and creative team to scope, produce, and execute an inaugural two day conference for this client in New York City for 500 invited guests; coped, managed, and executed a 700k budget
- Provided creative guidance with the agency team to achieve the best possible experience outcome in the budget provided
- Registrations were not as expected, so client pivoted to an online/virtual experience; led recouping effort on all budget items impacted and was able to help the client successfully pivot their investment, retaining key creative and production staff, elements, and programming into a virtual experience

#### **Google NEXT Conference Ancillary Events** (Engaged by Jack Morton – 2018 & 2019)

- Planned and delivered 15 events hour-after-hour in a custom-built San Francisco venue for an attendee base of 3,000 to supplement the primary Google NEXT event and CEO's keynote
- Identified potential cost savings and process improvement opportunities alongside a team of 15 to deliver stronger unit economics per attendee and ensure full compliance versus budget and project vision
- Instituted and cascaded clear brand guidelines across all event experience elements in various activations

#### **Salesforce.com – Dreamforce / Dreampark** (Engaged by George P. Johnson – 2013 to 2019 & 2022)

- Engaged as a Creative Director and Lead Producer for Dreampark talent and stages that made up a multi-day outdoor music festival featuring live performances, keynote speakers, streaming video events, and full 360-degree experiences across food, beverage, giveaways, etc.
- Interfaced with complex outdoor music festival production elements to triage, manage and remediate risks for safety and security, championed a focus on diversity and inclusion to propose, influence and lead the selection of a slate of top Bay Area talent

#### **Google Next Breakouts Senior Producer** (Engaged by Sparks – 2017)

- Piloted multi-day 360-degree experiences with accountabilities for building out a transformational guest experience, overseeing project teams, and designing visual assets across print, digital and web platforms
- Led day-to-day client status reporting and performance measurement activities to connect them to broader conference teams and processes and ensure client interests were adequately represented
- Interfaced with cross-functional AV, creative and production teams to drive the successful delivery of 300+ sessions over 3 days in 40 individual breakout rooms across 3 venues

#### **Samsung Regional Carrier Launch Events** (Engaged by Jack Morton – 2013 To 2016)

- Spearheaded the event strategy, production and logistics of a multi-city tour for a flagship device launch with budgetary oversight of \$2.5M and leadership of x road teams with a cumulative xx members
- Stewarded the innovation pipeline to evaluate the potential of new event concepts, and deploy capital and personnel to bring to market next-gen event ideas to spur engagement and social conversations
- Managed multiple event workstreams with responsibilities for program direction-setting, performance measurement, and reporting to flag and remediate upcoming risks
- Delivered a highly successful event with over 1,000 attendees annually that was subsequently used as a template for future Samsung product launches across North America

#### **Adidas National Running Day Event** (Engaged by Happy Lucky – 2016)

- Hired by Happy Lucky to provide production acumen and financial discipline to an industry-leading creative team in support of a key client account (Adidas) on the occasion of National Running Day

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- Meticulously planned a detailed set of logistics, agenda items, and visual collateral to deliver unified brand messaging across all touchpoints and a memorable event experience for 150 runners and brand advocates

**Dataweek** (Inaugural San Francisco Start-Up Conference – 2012 & 2013)

- Originated the ground-up event vision and advised a new management team on best practices and ways of work to carve out a unique brand niche in a highly competitive landscape
- Brought in a specialist team of experienced freelancers to drive each project phase of the event from top to bottom including keynotes, expo, and offsite ancillary events
- Managed the project budget of \$2.5M

**Facebook Home Launch Events** (Engaged by Jack Morton – 2013)

- Presided as Senior Producer over a project team of creative agency professionals to build a world-class 360-degree multi-day, multi-city event experience from registration flow to keynotes to activations in multiple cities, at different venues.
- Guided the design, development and execution of digital, print, scenic and web assets to support device launch experiences including learning events in 12 cities.