# WILLIAM FITZROY

# EXECUTIVE PRODUCER | DIRECTOR OF PRODUCTION | INTEGRATED PRODUCTION STRATEGIST

Experiential Strategy · Event Production · Budget Leadership · Cross-Functional Team Building · Creative Strategy & Direction · Vendor Partnerships · Risk Management · Process Optimization · Mentorship & Team Growth



## **PROFILE**

Executive Producer with 20+ years leading experiential marketing and live events across tech, retail, and enterprise sectors. Known for integrating creative strategy with production precision, scaling programs up to \$13M budgets, and transforming production operations across agencies and corporate teams. Trusted by global brands and agencies for visionary leadership, operational excellence, and the ability to inspire creative and logistical alignment across entire organizations.

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## **TINSEL EXPERIENCE DESIGN**

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

• Redefined production operations and scaled team capacity through freelance integration, process optimization, and accountability frameworks. Improved cross-departmental collaboration and delivery efficiency across multiple concurrent campaigns. Directed client management and relationships.

## **BOOZ ALLEN HAMILTON,**

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

• Built and led the firm's first Events & Experiences team, unifying brand, culture, and internal communications across 35K employees. Managed RFP process and agency partnerships. Produced inaugural enterprise events including a 10-city culture tour and multi-million-dollar hybrid broadcasts.

# FREELANCE EXECUTIVE PRODUCER & PRODUCTION STRATEGIST (2004 - 2025)

- Partnered with top agencies to deliver end-to-end production for large-scale B2B and consumer events. Managed budgets up to \$13M, designing and operationalizing immersive experiences.
- Clients include primarily B2B experiences for: Apple, Amazon, Saleforce.com, Google, Nissan, American Airlines, Dataweek, Samsung, TMobile, AT&T, Cellular One, Niantic, PayPal, EBay, McKinsey, Facebook, Meta, and many others. Agency partners include NVE, Hit Play, Tinsel, Advoc8, George P. Johnson, Jack Morton, Opus, Sparks, Happy Lucky, August Jackson, Wilson Dow, and more.

# **PRODUCTION HIGHLIGHTS**

### Apple JUBY Recruiting Event (Engaged by NVE - 2025)

Led a 12-person cross-functional team from brief to execution, implementing production best practices that improved efficiency and client satisfaction, turning a strained relationship into a strategic partnership and procurement success for the agency.

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

Managed \$2.5M budget and creative for 3K+ attendees; guided agency teams and client executives through complex keynote workflows.

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

Curated diverse international talent and led creative video production for a 7-hour live broadcast reaching 500 senior leaders—delivering the first major post-COVID hybrid event that redefined the client's large-scale experience model.

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

Developed the winning RFP and led all planning for a \$2.5M event, serving as SME to establish structured workflows and guide a 50+ person creative and production team to deliver best-in-class results.

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

Led creative and production teams to deliver a two-day, \$700K conference for 500 guests in NYC; when attendance shifted, directed the successful pivot to a virtual format—recovering budget, retaining talent, and preserving key creative assets.

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

Served as Creative Director and Lead Producer for a multi-day outdoor music festival at Dreampark, overseeing live performances and streaming content while managing safety, logistics, and talent curation with a focus on diversity and inclusion.

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

Led multi-day, 360° conference experiences—overseeing creative, production, and AV teams to deliver 300+ sessions across 3 venues—while managing client communication, performance tracking, and seamless integration with broader conference operations.

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

Directed the \$2.5M multi-city launch tour for a flagship Samsung device, leading cross-functional teams to deliver innovative, high-impact events that drew 1,000+ attendees annually and became the model for future North American launches.

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

Brought on by Happy Lucky to provide production and financial leadership for Adidas' National Running Day event, coordinating logistics, creative assets, and brand touchpoints to deliver a cohesive experience for 150 runners and advocates.

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

Developed the event vision and operational framework for a \$2.5M startup conference, assembling and leading a specialist freelance team to produce keynotes, expos, and offsite experiences that established a distinct brand presence in a competitive market.