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Objective:

To obtain a senior level marketing position with focus on the creation, development and implementation of events to maximize exposure, launch products and services, establish brand awareness, and increase sales.

Relevant Experience:

- **Brand Management** – defined, championed, launched and managed world-class conferences, events, tradeshow and sports marketing programs as part of overall brand launch.
- **International Marketing** – established global marketing programs and managed events in Russia, Middle East, Africa, Europe, Asia, China, North, Central, and South America.
- **Event Marketing** - developed, managed, and implemented Global Event, Tradeshow and Sports Marketing Programs to elevate the profile of the organization, generate publicity, and increase sales.
- **Marketing Communications** – developed targeted marketing and communications programs geared at specific market segments.
- **Brand Development** – developed brand-extension and product placement programs designed to increase brand awareness globally through participation in non-traditional marketing events.
- **Consumer Marketing** – developed direct marketing programs including advertising, direct mail, and e-commerce programs to maximize exposure, launch products and services, and establish brand awareness.

Event Management Experience:

- Developed and managed corporate sales conference for over 2500 attendees annually.
- Develop, manage, and implement Global Tradeshow, Sports Marketing, and Event Marketing Programs to elevate the profile of organization and increase sales.
- Developed global tradeshow and event program for corporate headquarters and 15 regional international offices.
- Developed, supervised, and implemented 50 plus tradeshows and events globally on an annual basis.
- Supervise all aspects of Trade Show/Events Department.
- Provide strategic direction for all show production to Show Team.
- Creation and management of annual operating budget for all show production and corporate events.
- Supervision and approval of all vendors and independent production contractors.
- Communicate with various Division Heads to coordinate show event strategies and plan annual calendar
- Development, maintenance and communication of Program Policies and Procedures.
- Responsible for creation and maintenance of annual corporate calendar.

Professional Experience:**Consultant****Los Angeles, CA****August 2009 – Present / January 2007 – August 2008****Event Marketing Consultant**

Build event marketing programs to support the overall corporate marketing effort including conferences, tradeshow participation, customer events, road-shows, and sponsorships which are essential components of any successful marketing program. Experience includes development of global programs in the areas of marketing, communications, event management, and sports sponsorships. Broad-based general management responsibilities include development of event marketing programs for clients in highly competitive markets with mature, emerging, and start-up companies to develop brand awareness and increase sales. Develop, manage, and implement Global Event, Tradeshow and Sports Marketing programs to elevate the profile of organizations, generate publicity, and increase awareness.

Ticketmaster**Los Angeles, CA****August 2008 – August 2009****Senior Director Event Planning**

Responsible for the development, management, and execution of the Ticketmaster global event program. Develop strategy, improve efficiency, develop creative solutions, and integrate departments. Develop and present annual program, which supports the strategic corporate objectives as part of the overall marketing plan, for senior-executive approval. Develop quality-assurance processes to ensure compliance with defined objectives, strategies and budgets. Develop, manage, and execute customer user group meetings for NBA, NFL, MLB, NASCAR, and college athletics clients. Lead support teams of program, operations, and logistics managers and agency vendors to augment full-time staff. Ensure message and brand consistency across all events. Design and execute third-party tradeshow and conference participation. Manage event financials – including forecasts and budgets.

Ameritrust Mortgage**Orange, CA****April 2005 – January 2007****Vice President, Internal Marketing and Events**

Managed and directed Internal Marketing and Events departments. Managed a team responsible for planning, organizing, and executing all corporate and sales events. Events range in size and budget including sales meetings, managers meetings, and sales contests. Required to work directly with marketing and sales to identify opportunities to optimize effectiveness of branding and promotional activities in order to generate leads and ensure maximum return.

Responsible for developing and flawlessly executing strategic marketing communications plans to sales force, to reinforce the company's messaging and sales methodology. Responsible for developing positioning, creative strategy, and messaging internally while supporting sales and marketing objectives.

Peregrine Systems**San Diego, CA****February 2002-April 2005****Director, Tradeshows and Events**

Aligned with the corporate vision and brand, developed, managed, and implemented global events and tradeshow program. Developed programs to support the profitability of the company and the sales effort by creating and implementing effective revenue/lead generating events. Managed the strategic and operational aspects of all major corporate events such as Sales Kick Off, Presidents Club, Analyst/Shareholders meetings, and CEO Special Events; as well as external events including the Customer Users Conference, VIP sporting events, product launch parties and tradeshows. Responsibilities included financial oversight, program development, logistics, operations, business development and staff development. Managed overall strategy, logistics, and content function; managed sales efforts for sponsorships and exhibits; monitored and evaluated industry trends for competitive developments and new revenue generating event opportunities.

B Digital, USA**Washington DC****June 2000 – August 2001****Vice President, Sales and Marketing**

Responsible for tactical development and implementation of unique marketing programs including: branding, direct marketing, advertising, event and tradeshow programs, in an attempt to brand a product that had become a commodity in the US market place. Developed guerilla marketing programs and events targeting youth market after determining market as undefined and under sold.

Iridium LLC**Washington DC****December 1996 – June 2000****Director, Event Marketing Programs**

Developed global tradeshow, event, and sports marketing programs to increase visibility to audiences worldwide. Managed agency and vendor relationships, effectively managed and maximized budget, participated in launch of US \$140 million global advertising campaign. Resulted in increased awareness and sales. Accomplishments include:

Developed, managed, and implemented the Global Iridium Event Marketing Program to elevate the profile of Iridium and increase sales including: VIP ITU event at Africa Telecom in Johannesburg, South Africa; VIP ITU party for ministers from developing world countries hosted in Geneva Switzerland; VIP customer product launch party in Cannes France; hosted event in conjunction with Monaco Super Yacht Show; Multi-million dollar launch party in Istanbul Turkey.

Developed targeted tradeshow marketing and events programs geared at specific market segments including: aeronautical, maritime, oil and gas, heavy construction, government and military, travel and leisure.

Supervised Iridium participation in over 50 annual tradeshows and events globally including: Russia, Middle East, Asia, Africa, Europe, China, and North, Central, and South America. Developed and managed the Iridium presence at World Telecom 99 in Geneva Switzerland which included a customized outdoor three level VIP tent hosting events as diverse as an art gallery of National Geographic images, executive lounges, and demonstrations and tutorials by climbers of Mt. Everest and world known explorers.

Developed and manage the Iridium Sports Marketing Program including: Extreme sporting events, Sailing regattas, Expeditions, and Competitions. Developed sports sponsorship program including participation in such high profile events as:

- The Discovery Channel Eco-Challenge
- The Raid Gauloises
- The Iditarod
- UAE Desert Challenge
- The Dakar Race
- Americas Cup
- Swedish Match Cup
- Rock and Roll Regatta

A&F Conference Services**Arlington, VA****January 1991 – Dec 1996****Vice President**

Managed firm specializing in national and international tradeshow, convention, and event planning programs.

Galaxy Productions (subsidiary of Galaxy Conferences, Inc.)

Frederick, MD

March 1988 – Jan 1991

President

Developed profitable tradeshows, conferences and events for the firm and clients from conception through production.

EDUCATION:

Frostburg University, Frostburg, MD.

Graduated with a Bachelor of Science, major in Business Administration