



International Product & Project Implementations & Logistics Strategist –  
Events & Property Management Professional

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## EVENT ACCOMPLISHMENTS

Known at Kaiser Permanente for demonstrating detail-oriented coordination of small and large-scale mega events while adhering to strict deadlines never losing focus on safety and emergency preparedness.

Serving healthcare giant Kaiser Permanente and their \$400 million strong consultant teams from Ernst & Young, Deloitte, IBM and multiple smaller groups with the successful implementation of six mega-projects. Crowned, “KP’s most prestigious projects of the decade.” I managed team travel and corporate event budgets of \$3.2 million per year and coordinated event travel, program-wide. As the project liaison and advocate for change management, I orchestrated and hosted numerous meetings, conference room pilots, product launches, UAT events and 30 milestone events serving 12,000+ attendees each year for seven consecutive years. Producing some of KP’s most dynamic events and parties.

While successfully managing project related business to business, and project team to stakeholder engagements, trade shows, conferences, and public relations events. I consistently orchestrated high attendee yielding events including group travel arrangements, group accommodations, team expense reporting, and group meal allocations on time and budget.

I served as an innovative, creative contributor to event design, preparation, flow, and execution. Systematically establishing procedures and methodologies to track event objectives for stakeholders and compliance groups. While working closely with marketing and brand loyalty departments, I created an event networking team to gather vital requirements/results during events. My role was to rally and lead stakeholders, suppliers and contributors through effective project management and collaboration to extraordinary levels of execution of all assigned deliverables (on schedule and within budget). Some of these activities included scheduling and running regular planning meetings with attendees from various regions within the program and report out to all contributing members of each trade show and event.

Moreover, I was responsible for managing all logistics and inventory of training and event assets program-wide. In addition to venue management, I negotiated vendor and venue contracts, and when essential I guided new vendors through the corporate preferred vendor process. Holistically, my responsibilities included not only the initiation of the function, but also the internal review and approval process, and leading details from the selection of giveaways, interactive lead generation activities shipping of trade show assets, signage, collateral and helping with chair drops.

## HIGHLIGHTS

- Bring energy, creativity, and new ideas to build successful event experiences.
- Gather accurate budget information; proactively communicate budget status, including overages.
- Source, lead, and negotiate agreements and contracts with vendors.
- Negotiate hotel and travel contracts.
- Compliance coordination ensuring proper insurance is in place.
- Lead all venue logistics and vendor relationships before, during and after the events, including setup, teardown, and staffing.
- Lead logistics, operations, schedules, and production coordination.
- Manage site selection, RFP creation and management, site inspections, and analytical recaps.
- Maintain the event assets and inventory.
- Develop and execute an integrated plan for attendance at each event, which included internal and external partner orchestration, booth and overall onsite experience, pre- and post-event.
- Deliver presentations and communications in a concise and logical way, resolving most appropriate communication channels and tailoring communications to the audience.
- Architect innovative visual media to enhance events and attendee engagement.
- Effect: program planning and presentations, execution, logistics management, vendor relations, administrative, event updates, communications liaison and scheduling, liaison with other departments.
- Set and develop timelines, project management task lists, and divisions of duties.
- Lead the overall project execution, performance, and profitability.
- Manage registration and save the date communications (using corporate or online event registration platforms).
- Coordinate effective facilities management, audio-visual, room layouts and design.
- Reconcile post-event budgets and interdepartmental cost center transfers.
- Reconcile charge backs to consultant agency partners.
- Supervise the design and execution of post event surveys and other tools to measure the success of the event programming and logistics.
- Develop and evolve an evaluation framework to assess the strengths of events and identify areas for improvement.

Dion Ross

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