

Jenn Lisborg

SUMMARY

Strategic Events & Experience Leader with over a decade of success creating memorable, high-impact experiences that strengthen brand presence, deepen executive relationships, and drive revenue growth. Highly skilled in executive engagement, large-scale event execution, stakeholder communications, and partnership development. Known for creating emotional resonance while aligning events to business objectives and leading pre-event sales alignment through to post-event conversion of conversations into closed deals.

CORE COMPETENCIES

- Executive Event Strategy focused on high attendance and valuable engagement leading to incredible ROI
- End-to-End Event Execution with a track record of generating qualified leads
- Budget Management, ROI Tracking
- Pre-event Sales Alignment & Post-event Follow-up Converting Conversations to Won Deals leading to
- Strategic Partnerships Management
- Conference-adjacent Experience Design Driving Executive Engagement and Measurable ROI

KEY PROJECTS

- **College Football Hall of Fame Executive Event** – Partnered with Alteryx and Libby Adams to host strategic data leaders and drive sales engagement. Executive breakfast and panel discussion followed by a larger event with 6 presentations of customer use cases.
- **Tableau User Group 10-Year Celebration** – Led coordination of a 500+ guest community event with 12+ sponsors.
- **Hosted Conference Adjacent Events** – hotel suite, 7 events in 4 days leading to 4 net new customers (including a Fortune 500 cloud software leader) and 9 client contracts
- **Savannah Bananas Offsite** – Designed a retreat for 62 team members and family featuring 17 events, including departmental meetings with the Savannah Bananas team and on-field game participation – first banana toss, dancing, and live entertainment. Coordinated meetings with the Savannah Bananas Leadership team.

- **User Group “Super TUG”**- Led 12 global Tableau User Groups in a unified event featuring a live interview with Salesforce Chief Customer Officer François Ajenstat, using pre-recorded community video submissions.

EXPERIENCE

Strategic Events and Client Experience Leader - Analytic Vizion

- Planned and executed 200+ client and internal events, including executive roundtables, conferences, conference adjacent events and immersive offsites.
- Delivered seamless, white-glove experiences tailored to diverse stakeholders, from C-level executives to front-line users.
- Designed events that increased client engagement, extended brand presence, and consistently produced follow-up opportunities for sales teams.
- Collaborated across sales, marketing, and leadership to align event goals with growth strategy.
- Managed tech partner relationships, coordinated deal registration, and ensured strategic alignment.
- Acted as a connector across communities, building strategic friendships that organically led to business opportunities.
- Oversaw logistics including hotel, transportation, F&B, and budget reconciliation.

Operations & Partnerships Manager - Founding Employee Analytic Vizion

- Established foundational systems including payroll, HR, contracts, and vendor onboarding.
- Managed tech partner portals, licenses, and deal lifecycle documentation.
- Coordinated partner enablement: training, certification, and consultant readiness.
- Built internal operations to support firm scalability and cultural consistency.
- Led vendor negotiation, logistics, budgeting, and reimbursement processing.
- Lead planning and execution of client-facing events, ensuring partner alignment and logistical excellence.

Other Experience and Interests

- Tableau User Group Leader, 3789 members, events monthly
- Alteryx User Group Leader
- Tableau Customer Success Summit Coordinator
- Events, Wedding Coordinator, Concert Producer
- Band Director, Connections Department Chair, Visual Arts Director

EDUCATION Bachelor of Arts, Music Education • Jacksonville State University