

SHAUN BERTRAND

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Chief Experience Officer | Marketing, Brand Strategy & Public Relations Leader

Executive leader with 20+ years of experience driving growth through marketing, sponsorships, brand strategy, and client experience innovation. Recognized for building nationwide partnerships with Departments of Corrections, law enforcement, corporate leaders, and Fortune 500 brands. Expert in experiential marketing, public relations, and business development with a proven record of scaling organizations, leading cross-functional teams, and delivering measurable impact across entertainment, corporate, and community sectors.

Professional Experience

Chief Experience Officer (CXO) | Co-Creator

Harvest Solutions · Springfield, MO · 2023 – Present

- Co-created and launched a nationwide platform integrating education, job placement, housing, and support services.
- Designed client experience ecosystem, brand positioning, and scalable service delivery model.
- Built nationwide partnerships with DOC leaders, sheriffs, and state officials, expanding government and law enforcement adoption.
- Developed 150+ educational courses and 700+ lessons, achieving 162,000 completions in 60 days.
- Recruited and led teams across marketing, social media, operations, creative, and production.

Vice President, Business Development

2nd Opportunity · Atlanta, GA · 2020 – 2023

- Designed scalable sales and marketing strategies that delivered 300% business growth.
- Produced and directed training courses, elevating organizational capabilities.
- Managed national trade shows, expanding brand reach and cultivating client relationships.

- Created branding and packaging strategies that distinguished the organization in competitive markets.

ESM President

Entertainment Sponsorship Management (ESM) · Nashville, TN · 2014 – 2020

- Built sponsorship and activation programs for artists, brands, and festivals.
- Negotiated high-value partnerships connecting global brands with live entertainment audiences.
- Produced immersive brand activations at major music festivals, driving fan engagement.

Vice President, Publicity

Webster & Associates · Nashville, TN · 2005 – 2015

- Directed national and international publicity campaigns for Fortune 500 brands and A-list artists.
- Led campaigns for Dolly Parton, Hank Williams Jr., Big & Rich, Lynyrd Skynyrd, and others.
- Partnered with ESPN, Walmart, Cracker Barrel, and Twix on large-scale activations.
- Oversaw crisis communication and PR strategy to safeguard reputations.

Vice President, Marketing & Sponsorships

Show Me Music & Arts Festival · Springfield, MO · 2010 – 2011

- Directed marketing and sponsorship strategy for 35,000-attendee-per-day festival.
- Secured national brand sponsorships and immersive activations.
- Oversaw PR campaigns generating 11B+ media impressions across broadcast, print, and digital.

Education

- **Arizona State University** – Marketing & Business Studies
- **Joel Katz School of Music Business, Kennesaw State University** – Music Management, Marketing & PR

Career Highlights

- **Co-Creator of Harvest Solutions:** Built scalable nationwide platform uniting education, housing, and workforce readiness.
- **Entertainment Campaigns:** Produced activations with Dolly Parton, Lynyrd Skynyrd, and others; secured global brand partnerships.
- **Festival Marketing Impact:** Directed Show Me Festival PR, delivering 11B+ impressions and 35K daily attendees.
- **Business Growth:** Increased 2nd Opportunity's revenue by 300% through strategic partnerships and brand evolution.
- **Nationwide Partnerships:** Built relationships with DOCs, state department heads, sheriffs, and law enforcement agencies.

Core Competencies

- Executive Leadership & Team Development
- Nationwide Government & Law Enforcement Partnerships
- Customer Experience & Brand Strategy
- Public Relations & Crisis Management
- Sponsorships & Experiential Marketing
- Business Development & Revenue Growth
- Media Production & Storytelling
- Data-Driven Strategy & Insights