

Tracy Reedy

TracyReedy.com

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Highly accomplished and results-driven event management professional with a career dedicated to orchestrating high-impact corporate events. Proven expertise in managing a diverse portfolio of events, including 900+ industry trade shows, kick-offs, incentive trips, user conferences, executive meetings, and team-building initiatives.

Key Attributes:

- Detail-oriented with a strong focus on demand generation, ROI, customer/prospect engagement and outstanding program execution.
- Expertise in fostering cross-functional collaboration across events of all sizes and at all levels of the organization, to achieve desired outcomes.
- Strong communication and project management skills to ensure all programs are delivered on time and on budget.
- High degree of creativity to ensure core brand values and campaign messaging are displayed in innovative and engaging ways.
- Dedicated and loyal professional, maintaining continuous service through four company name changes.

Employment Experience:

[Paratus Events](#) | President | April 2026 - Present

- Available for Contract, End-to-End Planning, Assistance, or Consultation for Corporate Events

[Infios](#) | Senior Executive Event Manager | January 2025 – May 2026

- Managed the company's first ever global SKO for 300 GTM-focused attendees, which included multi-million-dollar new brand launch
- Managed the company's first ever global President's Club program which brought together 120 of the organization's top sellers, leadership and their family members
- Rolled out a new company swag store to ensure employees had access to new brand merchandise from launch date

[Koerber Supply Chain Software](#) | Senior Event Manager | 2020 – 2024

- Responsible for complete management of Koerber's flagship Elevate user conference which attracted 800 paying customers and partners, annually
- Helped drive Elevate event sponsorship program which generated \$500k in revenue

from Korber's partners

- Achieved outstanding event satisfaction scores which exceeded 4.6/5 every year and which contributed to event pipeline of over \$8M in 2024
- Helped expand Elevate's reach to the EMEA territory by directing local marketing teams to execute our first ever regional event
- Managed Koerber's first Americas SKO which deployed an innovative event theme and which helped to celebrate and educate our GTM team

HighJump | Tradeshow and Event Manager | 2014 – 2020

- Orchestrated participation in key industry trade shows, managing all aspects from booth design and logistics to lead capture and follow-up strategies
- Managed all event participation including President's Club, our User Conference, QBRs, Tradeshows, Executive Retreats, and Ad Hoc meetings
- Collaborated with internal stakeholders to ensure widespread attendance
- Helped our Elevate user conference to earn 200% revenue to costs while garnering praise from industry media

Accellos | Event Specialist | 2013 – 2014

- Coordinated vendor management, logistics, and on-site event administration
- Primary focus on Industry Events – averaging 30 events per year
- Produced annual Accellos Visions User Conference, generating 150% of revenue-to-costs

Accellos | Lead Generation Coordinator / Event Coordinator | 2012 – 2013

- Developed and implemented strategies for lead generation to support sales initiatives
- Planned annual President's Club incentive trips whose participants earned 185% of benchmark revenue

Accellos | Business Development Associate | 2008 – 2012

- Annual lead generation average of 325% of benchmark

Skills:

Event Management & Production: Event Planning, Event Lifecycle Management, Experiential Events, Corporate Events, Tradeshow Management, User Conferences, Incentive Trips, Executive Meetings, Team Building, Budget Management, Vendor Negotiation, Logistics Coordination, Onsite Management, Post-Event Analysis Marketing & Brand: Brand Awareness, Brand-to-User Initiatives, Marketing Collaboration, Swag Management, Online Brand Shops, Onboarding Kits, Business Card Management Business Operations: Detail-Oriented, Customer Relationship Management (CRM), Lead Generation, Cross-Functional Team Leadership, Project Coordination, Financial & HR Collaboration