

Patty Walters

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RÉSUMÉ

EVENT MARKETING PRODUCER, Santa Cruz, CA 1991-present

Event and Marketing Programs Producer for a wide range of clients. Produce events and drive marketing programs for a diverse roster of clients, from up-and-coming smaller organizations to industry giants like eBay, Apple, Hilton Hotels, Xilinx, SAP, Intuit and Intel.

Key accomplishments: Project managed Xilinx Worldwide Sales Conferences 2008, 2010 and 2012, leading team meetings, managing timelines, overseeing breakout session development and wrangling an 80-sponsor Partner Pavilion.

Established and oversee museum operations for the Intel corporate museum, managing a staff of docents responsible for the day-to-day operations of the museum.

Managed eBay client account and oversaw content development for eBay Developers Conferences 2004, 2005, 2006 and 2008.

Coordinated logistics and/or agenda development for the 1000+ -attendee PalmSource Developer Conferences 1999, 2000, 2001-2 and 2004.

Developed and implemented the Apple Newton "in-store demonstration" program, placing 300 demonstrators in retail stores in 25 major markets.

Managed Apple's participation in more than 50 national trade shows.

Managed registration, logistics, content and coordination of 18 developer training events, attracting more than 700 strategic developers in emerging Apple technologies.

APPLE COMPUTER, INC., Cupertino, CA 1988 - 1991

Marketing Specialist for K-12 Education Marketing. Assisted in the development of marketing strategies and the programs, promotions and communications needed to implement these strategies. Tailored our marketing for three distinct audiences—customers, Apple field sales force and our dealer channel—and delivered our messages through a variety of marketing tools: collateral, direct mail, trade shows, television, print advertising, video, publications, etc.

Key accomplishments: Supervised Apple's participation in four major education trade shows and two AppleFest Conferences, managing pre-show as well as on-site logistics and controlling a \$1 million budget. Championed *Thanks To Teachers*, a nationwide, television-based teacher-recognition program.