

KYLE RONDEAU

EVENT STRATEGIST, PRODUCER, AND EXPERT IN COMPLEX LOGISTICS

CONTACT AND WEBSITE:

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OBJECTIVE:

Experienced event strategist and producer looking for contract or project-based work where I can run smart, well-executed events from start to finish. I've led everything from executive meetings to client engagements. I've managed booths, sponsorships and on-site experiences at major trade shows, bringing creativity to the table while negotiating with vendors and associations while working with tight budgets and timelines. I'm a logistics expert who keeps things moving, solves problems fast and makes sure every detail supports the bigger story. I've also produced virtual and hybrid events that deliver just as much impact as in-person.

EXPERIENCE AT A GLANCE:

Demonstrated strength in partnering with sales and executive teams to drive engagement and enhance market visibility. Skilled at ensuring seamless coordination between internal stakeholders and external partners—including production teams, venue staff, registration leads, and technical vendors. Successfully executed more than 200 hosted events, industry relations programs, and speaking engagements across a range of industries, including pharmaceutical and human resources. Transitioned from an event management role into a more production-focused position, deepening expertise across the full event lifecycle.

DETAILED WORK EXPERIENCE:

DG Events & Productions, LLC, October 2024 to Present

- Laid groundwork for independent event consulting business following corporate layoff; used the time to reflect, recharge and reconnect with family and friends.
- Drafted and refined a full business plan, officially formed LLC and developed website to support strategic event services for corporate, healthcare and media clients.
- Actively upskilling in Cvent, Salesforce, Google Analytics and event tech platforms.
- Exploring new contract-based opportunities in event strategy, production and experiential marketing.

Nielsen, February 2008 to October 2024

Key Achievements:

- Produced 14 annual sales summits, scaling attendance from 170 to more than 650, and led flagship virtual events attended by up to 2,000 participants.
- Built a new sponsorship program generating \$100K+ in its first year; helped shape the strategic direction of Nielsen's C360 Client event.
- Secured Nielsen's presence at major industry events such as the NAB (National Association of Broadcasters) Annual event, directly supporting revenue-driving opportunities for sales.
 - Lead 11 success NAB presence's which resulted in closed deals with major industry organizations such as iHeart Media, NBCU, CBS and Cumulus Media.
- Forged a strategic partnership with the Association of National Advertisers, boosting Nielsen's visibility across key industry audiences.
- Produced a high-profile, fully virtual Investor Relations annual meeting while remotely managing the broadcast from Maryland and coordinating the C-suite's live presentations from New York.

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- Enforced strict COVID-19 safety protocols, achieving zero reported cases. Delivered a flawless production under high-pressure conditions, driving investor satisfaction scores into the high 90s.
- Pivoted the 2022 Sales Summit from in-person to fully virtual in less than three weeks, executing a multi-location broadcast with over 2,000 attendees.
 - Managed complex logistics across multiple production hubs, setting up a studio for C-suite broadcasting in New York while coordinating with a vendor studio in California and integrating remote speakers and hosts for a seamless experience.
- Led Nielsen's global events team through periods of transformation, aligning event strategy with evolving business goals.
- Project lead for a \$3M Marketing budget.

OTHER RELEVANT EXPERIENCE:

Physicians Practice:

- Led industry relations at major pharmaceutical conferences including the MGMA Annual conference and Primed Regional conferences. Implemented a streamlined process to acquire leads directly from associations, supplementing the leads gathered through on-site scanning, enhancing our overall prospecting strategy.
- Developed and led the speaker sponsorship strategy, securing prime speaking opportunities at high-visibility events, enhancing the company's industry presence and credibility.

Willis Towers Watson:

- Managed and executed the tradeshow and sponsorship presence for Watson Wyatt (now Willis Towers Watson).
- Led the booth experience at over 100 events, overseeing attendee engagement and training sales staff in booth etiquette.
- Strategically selected revenue-generating shows and spearheaded efforts to attract prospects through booth interactions and networking events. Established relationships with Fortune 500 companies, including Disney. Researched and identified high-impact trade shows, leading to new contracts—most notably securing a partnership with Air France, which helped achieve a full month's sales quota in just one event.
- Produced and managed all national client webinars, streamlining communication and logistics.
 - Developed efficient processes to enhance webinar execution and audience engagement. Collaborated with executive leadership to plan and execute both internal and external calls. Traveled around the country to run client webinars with various offices.

Magellan Health Services:

- Supervised a large team of executive assistants in the CEO's office.
- Organized and managed Investor Relations calls, ensuring seamless communication.
- Organized significant events, such as a grand opening attended by the mayor and a nationwide initiative for physicians at the White House Summit on Mental Health led by Tipper Gore.

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SOFT SKILLS AND EXPERTISE:

- Strategic event planning and execution
- Team leadership and collaboration
- Client and stakeholder relations (including C-suite and sales leadership)
- Contract negotiation and vendor management
- Problem solving and crisis management
- High-level executive communication
- Adaptable, tech-savvy and solutions-oriented

FUNCTIONAL SKILLS:

- In-person, virtual and hybrid event production
- Run of show development and event logistics
- Project management (Smartsheet, Google Suite, Microsoft Suite)
- Communication tools (Slack, Zoom, GoToWebinar)
- Event platforms: Splash, Cvent (working knowledge)
- AI tools and website creation (basic/working knowledge)
- Registration management and analytics

AWARDS:

- Winner of the Advertising Research Foundation's Great Mind President's Award
- Winner of Six ARBsolutely Fabulous awards for various events at Arbitron
- Two Employee of the Quarter awards at Nielsen
- Numerous awards for various events including four platinum, five gold and six silver awards
- Recipient of achievement bonus from Magellan for work on the White House Summit on Mental Health

CERTIFICATIONS:

- Virtual Event & Meeting Management
- Technical Meeting & Event Production
- Certified Hybrid and Virtual Event Director
- Certified – McKinsey Academy, Business Strategy

EDUCATION:

- University of Maryland Global Campus (Formerly UMUC): 1999, BS in Behavioral Science
- Courses towards an MBA with an emphasis on marketing

RECOMMENDATIONS AVAILABLE UPON REQUEST:

- Endorsed by senior executives, including the former CEO of Nielsen (now executive chairman) and the CEO of NCS (Nielsen Catalina Solutions). Click here for written recommendations: [Testimonials | DG Events & Productions](#)