**Beth Hayes**

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Management professional generating revenue by leading organizations with comprehensive strategies to optimize budget and efficiencies while maintaining quality of operations. Unique ability to achieve goals when working across multiple industries with diverse partners through decisive leadership, day-to-day management and financial accountability. Consistently deliver excellent results in highly complex, deadline-driven environments. Able to apply skill set to a variety of professional roles and industries.

**Key skills include:**

Revenue Optimization Project Management Analytical Problem Solver

Innovative Solutions Strategic Planning Building Empowered Teams

**Key Accomplishments**

**Management and Leadership**

* Ability to provide fresh perspective to identify growth opportunities. Accomplished by stream lining communication channels, creating and implementing new systems, breaking down internal barriers and identifying resources necessary to achieve goals.
* Strong track record of forming and leading cross-functional teams and motivating members to accomplish common goal where collaboration is critical. Functions included sales, operations, marketing, and finance.
* Managed teams by providing motivating, empowered leadership through recruiting, training and performance management to enable team members to reach their full potential.
* Recognized for identifying and establishing strong relationships with external strategic partners to accomplish growth objectives for both organizations resulting in long-term trusted relationships.

**Business Development/Revenue Optimization**

* Expanded number of symposia offered from 94 to 210 which increased revenues by 200%, accomplished by adding a full pre-conference day to the events.
* Grew sponsorship revenue from $1.4 million to over $4 million through sales team collaboration to provide clients with customized sponsorship packages including 1:1 appointment programs, customized branding campaigns and targeted attendee programs.
* Increased event revenue year-over-year despite economic downturn by an average of 9% across 3 events by co-locating with relevant organizations resulting in a more robust conference program, diverse audience and expanded exhibit floor.

**Project Management**

* Simultaneously directed numerous events from exclusive CEO level conferences to large national conventions, ranging from 150 to 10,000 attendees, over 150 exhibitors and over 100 conference programs.
* Successfully integrated remote office with the headquarters alleviating redundant operations, implementing best practices and improving critical staffing.

**Sales and Marketing**

* Rebranded AIIM Expo to Info360 to address the changing technology environment and expand solutions for conference attendees.
* Secured Microsoft to participate at the Info360 event with focus on SharePoint product. This relationship provided a new conference track, hands-on SharePoint workshop and partner pavilion on the exhibit floor and additional targeted attendee marketing support.
* Secured sponsorships and developed a strong relationship with the International Trade Commission to increase event status and revenue.

**Professional Experience**

**Greater Media Company**, Newton MA **2007 - Present**

***Group Event Director, Technology Group***

Led the strategic planning, management and execution of multiple events representing over $5 million in revenue across diverse technology segments (content management, sensors technology, office equipment). Managed 10+ team members across sales, marketing, conference development, operations and budget management.

**BD Communications, LLC,** Boston, MA **1997 - 2007**

***Vice President, Pri-Med Conference and Exhibition***

***Group Show Director, Association Events. AIA, NAR National Conventions***

Senior level executive position with sole responsibility for all event management. Directed the successful execution of the five annual Pri-Med Conventions representing over $20 million in revenue throughout major U.S. cities. Oversaw launch of Mid-Atlantic Pri-Med as well as city relocations. Managed a staff across functions such as attendee, exhibitor and sponsorship marketing, conference management, event operations and conference development.

**Horticultural Society,** Boston, MA **1996 - 1997**

***Show Director, New England Spring Flower Show***

Led the third largest public horticultural event in the world. Event included over 120,000 attendees, 60,000 nsf retail exhibit space, 40,000 nsf. garden exhibitors, 20,000 nsf floral competition space, and continual hands on educational programming throughout the 10 day public event.

**Boston Convention Center,** Boston, ma **1988 - 1996**

***Group Show Director***

Drove strategic planning and oversaw day-to-day management of large events, including The Boston Wine Expo, Build Boston Annual Convention and World of Dinosaurs. Managed 7 person event team and led the coordination of functions spanning sales, marketing, conference development, operations and budget management.

***Director of Events***

Led day-to-day operations of the events department.

**Bova Hotel, Boston, MA 1987 - 1988**

***Event Coordinator***

**Winstar Hotel and Conference Center, Boston, MA 1983 - 1987**

***Sales Manager***

***Exhibit Hall Manager***

**Education**

**Master of Business Administration** | BOSTON UNIVERSITY, Boston, Massachusetts, 2000

**Bachelor of Arts**, Major: Economics | UNIVERSITY OF MASSACHUSETTS, Amherst, Massachusetts, 1983

**Volunteer Leadership Roles**

New England Chapter of IAEM - Past board member

Co-Chair Events and Publicity Committee for the Boston Youth World Series