

LU ESTES

Events Producer and Marketing Program Manager

A seasoned events professional with a background in tech and gaming, I am able to navigate ambiguous environments and changing priorities. Adept at managing multiple events and programs concurrently, I thrive in team environments working with a diverse group of personalities and backgrounds. I am a creative thinker and while at Nintendo, I worked on award-winning retail merchandising displays. I am an organized project manager and create an atmosphere of transparency with stakeholders and partners. I have a strong background in retail/channel marketing and I pride myself in building lasting partnerships with internal and external partners and am a natural leader. Experience navigating complex approval processes and managing a variety of event vendors.

EXPERIENCE

SR. MARKETING PROGRAMS MANAGER, EVENTS AND TRADESHOWS

Xperi (a house of brands including DTS and IMAX Enhanced merged with TiVo in June 2020) | Sep 2021 - Present

- With the merge, my role expanded to include global support across all Xperi verticals (Connected Car, Consumer Electronics, TiVo Pay-TV and TiVo Stream) as well as TiVo B2B channel and digital marketing initiatives. This expansion in scope resulted in a promotion in September of 2021.
- Design bespoke events with varying scope and budget for key customers and prospects
- Produce annual executive retreat for key customers and Xperi executive team.
- Collaborate with product, sales and creative teams to ensure the events I manage have a consistent brand message and look
- Vendor sourcing and management including, print, swag, booth builders, AV and tech, and show services
- Establish lead capture process with product marketing to generate ROI from the events pipeline
- Work with product teams to source demo equipment and demo staff for trade shows
- Negotiate contracts and source venues for customer events
- Lead creation of Asian Pacific Islander ERG at Xperi, including recruiting a leadership team for the group

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SKILLS

Event Production
Program Management
Account Management
Multichannel Marketing
Project Management
Sales Enablement
Digital Marketing
Salesforce/Pardot
In-Store Retail Displays

EDUCATION

BACHELOR OF ARTS

University of San Francisco

Communications

MARKETING PROGRAMS MANAGER

TiVo | Dec 2017 - Sep 2021

- Project managed event deliverables and deadlines for trade shows, corporate events, webinars and customer meetings
- Tracked and maintained event budgets and success metrics to improve ROI
- Negotiated sponsorships with conference organizers and process events contracts
- On-site booth management and supervision, including logistics, staffing, and space management
- Created HTML customer invitations for sales, trade shows, product webinars and events.
- Project manage and execute digital marketing for TiVo B2B lead generation campaigns through Pardot
- Nominated for “Friend of Sales” annual award in 2018 for my notable contributions to the success of the Sales and Customer Success teams.

MANAGER, RETAIL MARKETING

Sony Interactive Entertainment | Jun 2013 - May 2017

- Developed account strategy and tactical plan annually for over 30 hardware and software products tracking against established KPI's
- Account lead for Walmart and multiple regional retailers for all PlayStation products resulting in \$1B in sales for the PlayStation brand and a nomination for Walmart's EDLP award for Electronics in 2017.
- Team leader, responsible for managing and developing opportunities for one retail marketing specialist
- Developed digital go-to-market strategy for the launch of digital skus at 3500 Walmart stores resulting in approx. 2MM in sales in the first 3 months of program inception
- Served as liason between the PlayStation Hardware Display team and the Walmart team to create in-store demo experiences for the launch of PSVR
- Created enablement tools for store associates for various products
- Lead retailer specific events and in-store initiatives with field merchandisers and Walmart management team

RETAIL ACCOUNT MANAGER

Sony Interactive Entertainment | Mar 2013 - Jun 2014

- Account lead on Walmart and Target, and Bestbuy.com initiatives. PlayStation was awarded Walmart overall Supplier of the Year in 2014 for PS4 launch.
- Developed content for retail trade events to provide product information and education for over 10,000 store associates
- Project managed retail print and digital promotional materials, marketing collateral, and retail displays supporting approx. 5,000 storefronts

ASSOCIATE CHANNEL MARKETING MANAGER

Capcom USA | Mar 2011 - Mar 2013

RETAIL MARKETING COORDINATOR

Nintendo of America | Oct 2007 - Feb 2011

SALES ASSET SPECIALIST

Electronic Arts | May 1999 - Oct 2007