

# Lu Estes

## Event Producer and Marketing Program Manager

A seasoned events professional with a background in tech and gaming, I navigate ambiguous environments and changing priorities while managing multiple events and programs concurrently. I create event strategies while also handling the tactical details needed to produce a successful event. I am passionate about DEIB initiatives and thrive working in an environment with different viewpoints and backgrounds.

### EXPERIENCE

#### Sr. Manager, Events

[Xperi \(merged with TiVo in June 2020\)](#) Sep 2021 - Present

- With the merge, my role expanded to include global support across all Xperi verticals (TiVo IPTV, TiVo OS, Connected Car and Consumer Electronics). This shift in scope resulted in a promotion in September 2021.
- Design bespoke events with varying scope and budget including tradeshows, customer events, executive retreats and virtual events.
- All aspects of event production including vendor sourcing and management, venue research, contract negotiation and budget management.
- Collaborate with product, sales and creative teams to develop a consistent event strategy and brand message.
- Establish event lead capture process with marketing operations to improve event ROI and track success metrics. Process improvement led to a 20% increase in new prospects across events.
- Founder and chair of Xperi's Asian Pacific Islander ERG and member of the Xperi DEI council which looks at ways to improve the corporate processes for DEI.

#### Marketing Programs manager, events and tradeshows

[TiVo](#) Dec 2017 - Sep 2021

- Project managed event deliverables and deadlines for tradeshows, corporate events, webinars, including creating and deploying HTML invitations to customers and prospects.
- On-site booth management and supervision, including logistics, staffing, and space management
- 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.

[luestes@gmail.com](mailto:luestes@gmail.com)

[16504382134](tel:16504382134)

[linkedin.com/in/lu-estes-5aa510](https://www.linkedin.com/in/lu-estes-5aa510)

San Francisco, CA

### SKILLS

Event Production  
Budget Management  
Sales Enablement  
Account Management  
Salesforce/Pardot  
Asana

### EDUCATION

#### Bachelor of Arts

[University of San Francisco](#)

Communications

**Manager, Retail Marketing**

[Sony Interactive Entertainment](#) Jun 2013 - May 2017

- Account manager and team leader 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.
- Developed account strategy and tactical plan annually for over 30 hardware and software products tracking against established KPI's
- Launched a 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
- Manage PlayStation's event presence at manager's shows, annual meetings and in-store demo events providing store associates and customers with hands-on product experiences and product education.

**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