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## **OBJECTIVE: EVENTS/PROGRAMS MANAGER**

### **HIGHLIGHTS OF QUALIFICATIONS**

- Strategic events marketing architect who leverages corporate trade shows and events for maximum business impact.
- Persuasive in written and verbal presentations; excellent communicator.
- Leader in establishing corporate 3D marketing imagery to ensure consistent corporate look and feel.
- Extensive international experience.
- Results achiever who partners effectively with others to attain team and individual goals.
- Quick learner, team player, self-motivated, and reliable.

### **RELEVANT EXPERIENCE**

#### **Senior Manager, Strategic Events, BEA Systems, Inc., 2000 – 2002**

- Architected and executed flagship BEA events for CIO customers, partners, and prospects throughout North American and Europe; managed total annual programs budget of more than \$7M.
- Produced the Sixth and Seventh Annual BEA eWorld User Conference programs, increasing registered attendees 62% over the previous year, increasing exhibitor sponsorship by 58%, and creating a media event that drew 120 key IT and business press and resulted in 71 published articles on BEA—all during a slowing economy and decreased IT show/event attendance.
- Launched an East Coast Executive Symposium, putting 400 CIOs face-to-face with BEA executives, and developed an integrated high-level prospecting event.
- Created and delivered the Third Annual EMEA Conference targeted at prospects, customers, and partners, hitting target audience metrics for both quality and quantity attendees.
- Architected significant new program “best practices” to save budget money and increase show and event effectiveness, including increasing conference fees to industry standards, leveraging BEA’s own technology for program management, and significantly revamping look/feel guidelines as well as post-show follow-up and lead management/tracking.

#### **Events Marketing Manager, Adaptec, Inc., 1998 - 2000**

- Translated Adaptec brand identity into trade show booth, business theater, demo stations, and customer experience that garnered television coverage and a *Marketing Computers* magazine article.
- Architected and executed year-long events plan to demonstrate corporate position, value proposition, and customer focus.

- Executed both customer and employee events with an eye to quality, return on objectives, audience, and budget
- Managed staff personnel, 5+ consultant teams, and annual budget of approximately \$1.5 million.
- Delivered high return on lean COMDEX/Fall 99 budget: focused resources on maximum return with 60+ editorial meetings, 75+ high-level customer meetings, and press and customer receptions.
- Synergized corporate identity with product launch needs, ensuring broad support of trade shows, and mapping events marketing to overall business goals and objectives.
- Integrated pre-show campaigns with show execution to deliver stronger event programs.
- Revamped existing trade show schedule to highlight new product offerings, target markets, and customer segments.
- Updated corporate booth properties and graphics to reflect corporate personality: stable industry and market leader with an eye to innovation and an ear to customer needs.

**Trade Show Manager**, S3, Incorporated, 1997 - 1998

- Managed 20 events per year in North America and Europe.
- Helped position S3 as an industry leader in 2D, 3D and Video Graphics Accelerator chips market, with demos, business theater presentations, and booth treatments that highlighted succinct business direction.
- Created a compelling trade show image for S3 that worked for a variety of audiences and drew consistently large trade show crowds.
- Designed and executed first corporate visitors' center, which became an overnight hit with sales, marketing, and executives, and attracted more than 100 customers yearly.
- Delivered events that produced qualified, quality leads.
- Earned respect and admiration of executive staff who to this day claim "no one did trade shows and events like Suzanne."

**Additional Trade Show, Events, and Sales Positions**, various companies, 1992 - 1997

- Creative Labs, Inc. Marketing Communications, Trade Show/Events Specialist
- Creative Labs, Inc. Sales and Channel Marketing Event Specialist
- Creative Labs, Inc. Sales Coordinator

**EDUCATION, AFFILIATIONS, RECOGNITION**

- Business Administration, DeAnza College
- Member of CEMA and Meeting Professionals International
- Award for five years of service and dedication - Creative Labs, Inc.
- Spot bonus (rare at Adaptec) for outstanding achievement during COMDEX/Fall 99.

June 24, 1999 – Article  
*Marketing Computers* magazine  
By: Dennis Callaghan

### Adaptec Builds Brand at the Booth

Adaptec promised something new and different for its trade show booth at this year's PC Expo. And the Milpitas, Calif.-based hardware and software vendor delivered. No headset-wearing carnival barkers, no in-your-face sales people, none of those chintzy director's chairs, not even any clueless booth babes.

Instead visitors to the booth were invited to sit down in a cushy chair and don headphones tuned to ambient white noise that almost-- almost--blocked out the din of the show floor. Meanwhile, a booth staffer offered them a bottle of spring water. Then they were treated to a five-minute "shadow dancing" presentation as two professional dancers -- a male and a female danced behind a lighted screen. An alternating male and female voiceover talked about Adaptec, dropping the words "connected" and "movement" again and again. Then booth staffers directed attendees to the appropriate product demo areas they're interested in for Adaptec's CD recording (CDR), SCSI and RAID offerings.

"It's a little departure from the normal trade show experience where people are getting barked at," says Bruce Frymire, director of corporate communications at Adaptec. "We treat them like grownups. We're providing an oasis for them where there aren't people yelling at them." The shadow dancing, aside from being an automatic eyecatcher, advocates brand awareness, says Frymire. "We talk about movement a lot because we're in the business of moving information. We're advocating understanding of the brand, then we put people in touch with the information they need."

Adaptec's new approach seemed to be paying off. Consecutive early afternoon shadow dancing presentations had overflow crowds and the booth's demo areas were hopping as well. The booth also had a couple of enclosed rooms for prospective customers to meet with salespeople. Frymire says Adaptec invested about \$350,000 in PC Expo, including the 60 employees it had there.

Give Adaptec credit for taking some of the stress and general obnoxiousness out of the trade show experience. But good old trade show cheesiness isn't dead yet. Just across the aisle from Adaptec at the ViewSonic booth, attendees were eagerly lining up to have their picture taken with staffers in parrot costumes. If you missed the Adaptec booth at PC Expo, the company will continue the shadow dancer concept at other big trade shows such as Networld Interop and MacWorld.