

ELLEN MAIARA, CMP, CED

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Tampa, Florida | Remote | Open to Travel

STRATEGIC EVENTS EXECUTIVE | PORTFOLIO LEADERSHIP | BUSINESS OPERATIONS

Senior events and experiences executive leading complex conferences, executive programs, professional education, corporate events, and high-volume portfolios. Translates organizational objectives into event strategies that strengthen engagement, improve operational performance, and deliver measurable business results. Trusted partner to executives and cross-functional stakeholders with expertise in portfolio strategy, financial management, procurement, stakeholder engagement, event technology, and operational improvement.

EXECUTIVE LEADERSHIP & CORE EXPERTISE

Strategic Event & Experience Leadership | Event Portfolio Strategy | Enterprise Event Operations | Conference & Meeting Management | Executive & Stakeholder Engagement | Cross-Functional Leadership | Team Leadership & Development | Budgeting, Forecasting & Financial Management | Strategic Sourcing & Procurement | Contract Negotiation | Vendor & Partner Management | Attendee & Customer Experience | Sponsorship & Partnership Strategy | Event Technology & Systems | Risk Management & Issue Resolution | Operational Excellence & Process Improvement | Data, Reporting & Performance Measurement

EXECUTIVE LEADERSHIP HIGHLIGHTS

- Directed 1,100+ conferences, executive meetings, professional education programs, and corporate events across complex, high-stakes environments.
- Led event and professional development portfolios exceeding 300 programs annually, balancing concurrent priorities, resources, stakeholders, vendors, instructors, and operational requirements.
- Negotiated 65 venue contracts in a single year, generating more than \$750,000 in documented savings while protecting program requirements, service standards, stakeholder objectives, and budget integrity.
- Led and developed teams through hiring, onboarding, training, performance management, professional development, and workload prioritization while providing operational leadership across employees, instructors, independent planners, vendors, and event partners.
- Partnered with executives, clients, government agencies, scientific experts, and cross-functional stakeholders to translate organizational priorities into event strategies, operational plans, and complex program decisions.

PROFESSIONAL EXPERIENCE

Event Solutions Management

Founder & Principal Consultant

2008 – Present

Lead an event management consultancy providing strategic and operational leadership for conferences, executive programs, professional education, corporate events, and complex meeting portfolios. Serve as senior advisor to clients, responsible for event strategy, experience design, financial management, procurement, vendor partnerships, technology, operational planning, and program execution.

- Advise clients and senior stakeholders on event strategy, portfolio priorities, experience design, resource allocation, and complex program decisions.
- Direct end-to-end event portfolios encompassing venue sourcing and contracting, budgets, registration, attendee experience, speakers and content, production, technology, vendors, transportation, housing, and on-site operations.
- Manage budgets ranging from executive programs to multimillion-dollar conferences, overseeing forecasting, expense management, procurement decisions, invoice review, reconciliation, and financial reporting.
- Lead meeting professionals, independent planners, vendors, production partners, technology providers, and event agencies, establishing priorities, clarifying accountability, and coordinating delivery across concurrent programs.
- Develop scalable project-management systems, workflows, SOPs, templates, playbooks, and technology solutions that improve efficiency, consistency, visibility, and execution across complex event portfolios.
- Use attendee feedback, registration and participation data, budget performance, stakeholder debriefs, and post-event reporting to evaluate results, identify opportunities, and drive continuous improvement.

ORAU (Oak Ridge Associated Universities)

Strategic Events, Partnerships & Procurement

2023-2025

Led strategic planning, procurement, and operational delivery for high-profile federal scientific peer-review meetings and conferences involving government agencies, researchers, scientific experts, and executive stakeholders. Managed complex stakeholder requirements, venue and vendor partnerships, contracting, logistics, housing, and concurrent program priorities within highly structured environments.

- Negotiated 65 venue contracts in a single year, generating more than \$750,000 in documented savings while protecting program requirements, service standards, stakeholder objectives, and budget integrity.
- Directed end-to-end event operations across venue sourcing, contracting, registration, housing, attendee logistics, stakeholder coordination, vendor management, and onsite execution for complex federal scientific programs.
- Managed multiple concurrent programs, timelines, procurement activities, operational dependencies, and stakeholder requirements while maintaining accuracy, confidentiality, program requirements, and on-time delivery.
- Identified and resolved operational, contractual, and delivery risks, communicating proactively with government clients, internal teams, external partners, scientific stakeholders, and senior leadership.

BICSI

Professional Development Strategy & Operations Manager

2005-2008

Led strategy and operations for a global professional association's high-volume professional development portfolio, with responsibility for staff, instructors, vendors, program partners, and cross-functional collaboration.

- Led and developed 3 direct reports through hiring, onboarding and training, performance management, annual reviews, professional development, and workload prioritization; provided operational leadership to 30 instructors.
- Directed a portfolio exceeding 300 professional development programs annually, balancing program schedules, staffing, resources, instructors, vendors, operational requirements, and competing organizational priorities.
- Led delivery of professional education programs to international locations, overseeing contracting, negotiations, logistics, shipping, instructor coordination, vendor management, and market-specific program requirements.
- Partnered across education, marketing, technology, finance, membership, volunteer leadership, and executive teams to improve program delivery and standardize processes across a high-volume portfolio.

HB Associates

Meeting Manager

2001–2005

Managed end-to-end planning and execution of complex corporate events, incentive programs, conferences, and client meetings, including budgets, venue sourcing, contracting, housing, vendor management, attendee logistics, production coordination, and onsite operations.

- Directed comprehensive event logistics including site selection, hotel and function-space requirements, housing, transportation, F&B, BEO review, audiovisual and production coordination, exhibits, and onsite operations.
- Managed speaker and production requirements including presentations, rehearsals, audiovisual production, backstage operations, and show calling to deliver polished, high-quality attendee experiences.

EDUCATION & PROFESSIONAL CREDENTIALS

Certified Meeting Professional (CMP) — 2005–Present

Certified Event Designer (CED) — 2020–Present

Claude 101 Certificate of Completion, Anthropic — 2026

Bachelor of Fine Arts, Theater Design/Technology — Stage Management | SUNY Purchase, Purchase, NY

TECHNOLOGY & DIGITAL PLATFORMS

Event & CRM: Cvent | OnArrival | HubSpot CRM | Mobile Event Applications

Project & Collaboration: Monday.com | Microsoft Teams | Slack | Zoom & Virtual Meeting Platforms

Business & Analytics: Microsoft Excel | PowerPoint | Word

AI & Workflow: AI Productivity & Workflow Tools