



## Shauna Wu

GLOBAL PARTNERSHIPS &  
EVENT MARKETING  
LEADER

-  Seattle, WA
-  [wuheilman@gmail.com](mailto:wuheilman@gmail.com)
-  [www.shaunawu.com](http://www.shaunawu.com)
-  <https://www.linkedin.com/in/shaunawu/>

### ABOUT ME

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I am a positive, energetic, forward-thinking, creative, and highly detailed-oriented marketer. At my best I am decisive, action oriented and communicative in my approach. I am fueled by motivating people around me and find joy in leading people centric activities. With an above average resilience to change I adapt well to fresh and stimulating activities, with the ability to thrive in fast paced ambiguous environments. I have a strong track record for solving complex problems managing across many teams while driving business results. I'm constantly measuring success, I value innovation and high performance teamwork.

## PROFESSIONAL EXPERIENCE

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### GLOBAL DIRECTOR OF SPONSORSHIPS & BRAND ACTIVATIONS

#### *Smartsheet*

March 2021 - May 2024

- Closed \$14M in pipeline ARR associated with hospitality programs
- Built and implemented a solution to manage our Climate Pledge Arena suite. Of all CPA partners, we are the #1 partner that fills the suite the most with a usage rate of 88% to date. Surveyed attendee ratings are positive with an average 4.9/5 rating on overall experience and 4.96/5 rating on recommending attending the Smartsheet suite.
- \$11M Budget management - working closely with FP&A leadership on providing accurate forecasts and spend.
- SponsorX lead - driving the strategy for expected measurable outcomes, day to day planning across 40 team members, non profit relationship and working cross functionally across the business.
- Built Smartsheet's brand sponsorship strategy, criteria and scorecard
- Onboarded and launched four global partnerships in 2021: Special Olympics International, The Seattle Kraken, Climate Pledge Arena and McLaren F1 Racing

### GLOBAL SR. EVENT MARKETING MANAGER

#### *Smartsheet*

April 2017-March 2021

- Founding member of the corporate events team, driving strategy and execution for our inaugural customer conference and sponsored events
- Grew annual customer conference 50% YoY, starting with 1,000 attendees and growing to 5,000 attendees. Growth of attending accounts was 2x lift in ARR
- Drove sponsorship strategy for our global conference, enlisting our integration partners to sponsor such as DocuSign, AWS, Microsoft, Salesforce, Google
- Built Smartsheet Executive Briefing Center experience, averaging 150 briefings per year
- Led planning and execution for third party event strategy such as Gartner, Google, Microsoft, Salesforce, Slack. Built Analyst Relations event strategy

## STRETCH PROJECTS

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- Inaugural member of the Global DEI Steering Committee 2021-2022 and 2022-current
- DEI in Marketing Committee Chair
- Blog author - <https://www.smartsheet.com/content-center/best-practices/tips-tricks/everything-you-need-know-about-planning-trade-show>
- Product development for event marketing accelerator, drove \$1M in sales
- Member of OKR teams, 2019-2021
- TIME Magazine "Woman of the Year" award in partnership with Smartsheet

## SPECIALTIES

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- Partner management
- Sponsorship management
- Event marketing strategy
- Stakeholder management
- Executive engagement
- Creative & content
- Communications

## HOBBIES

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- Professional jazz musician
- Motorcyclist
- Ducati enthusiast
- Surfer & Paddle boarder
- F1 and MotoGP enthusiast
- Camping

## PROFESSIONAL EXPERIENCE

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### SR. EVENT PROJECT MANAGER

#### *Microsoft*

August 2015 - April 2017

- Owned strategy development and execution plans in collaboration with the USM&O Marketing & Ops Business Group
- Managed Tier 1 National Event Portfolio for first party programs, third party industry events and VIP Executive engagements to include Microsoft Ignite, Windows 10 & Devices Roadshows, WE Days and Microsoft in Education Events
- Worked extensively with internal and external agency teams including creative, production and studio and the client team on a daily basis
- Worked across multiple teams to define and deliver pre/onsite/post-event customer journey, scorecard and ROI analysis, demand generation and social networking plan
- Managed budget for v-teams and vendors.
- Developed internal communications and work back schedules for operational efficiency

#### *Microsoft*

October 2013 - April 2017

- Owned strategy development and execution plans in collaboration with the USM&O Windows & Devices business group
- Successfully partnered with Microsoft leadership within several business groups, and key stakeholders in planning both first party and third party events
- Owned multiple projects, including high profile (Tier 1) events including the US CIO Summits, TechEd, Worldwide Partner Conference, Strategic Architect Forum, and Microsoft Ignite from inception to execution
- Lead and managed complex initiatives to achieve project milestones and objectives
- Established project initiation by outlining scope, manage resources, monitor project quality, manage risk and performance, ensuring all programs come in on time and on budget
- Employed strategic and tactical marketing in program management, event management and experiential marketing with an emphasis on the high-tech industry
- Drove delivery, innovation and results through strong leadership
- Managed large-scale integrated initiatives with an emphasis in driving business priorities to accelerate sales, adoption and deployment of technologies
- Communicated efficiently and demonstrated strong skills in reasoning, analysis and identifying problems to be solved
- Fostered key relationships with clients while meeting or exceeding client expectations