

DAVID ZAENTZ

ADDRESS: 114 Mohigan Circle, Boca Raton, FL 33487
PHONE: 646.574.2876 **EMAIL:** davidzaentz@gmail.com

QUALIFICATIONS PROFILE

Strategic, innovative, performance-driven leader and coach offering broad-based experience in overall event operations, design and event production. Armed with a proven record of success when working with large teams, across multiple departments in an agency and corporate setting. Focused on generating revenue through the implementation of proper margins and clear, concise lanes of communication and transparency between stakeholders.

AREAS OF EXPERTISE

*Event Operations | Production Leadership | Key Account Management | Budget Building | Sponsorship
Experiential Activation | Vendor Relations | Problem Solver | Contract Negotiation*

CAREER HIGHLIGHTS

BACARDI

- **Large Scale Conferences:** Orchestrated and produced four successful corporate conferences for BACARDI, each with \$5M budgets. First year TEAM was granted both major conferences with renewed business in 2023 due to flawless planning, staffing, and budgeting.
 - Large-scale projects catered to 750-1250 attendees
 - Oversaw main stage programming, all breakout sessions and branding, pop-up activations in hotel and the host city, thematic parties & elegant gala and awards shows
 - Executed memorable special evening events to conclude each conference including a captivating field takeover at Allegiant Stadium where we showcased 15 dynamic brand activations and a main 360 degree bar mid-field
 - Strategically planned takeovers at 18 key accounts for a dine-around branded bar-crawl in Louisville which concluded at Churchill Downs
- **Tales of the Cocktail:** Led end-to-end production and spearheaded the flawless execution of the \$3M budget Grey Goose 25th Anniversary Party in New Orleans. These efforts were recognized by the Grey Goose Head of Global Brand, with the event hailed as a groundbreaking success. "The best party Grey Goose has thrown in its 25 year history".
 - Effectively managed our team's success through intricate logistical challenges at Gallier Hall, a historic building; Transforming it to encapsulate the party's "Grey Goose through the decades" theme
 - Supervised and coordinated the best bartenders/industry talent from Europe to fly in and "host" seven meticulously tailored rooms
 - Oversaw 30 other events in that same week, ranging in scale from 500- 2000 guests

IHEARTMEDIA

- **Tentpole Events:** Consistently achieved substantial event sponsorship revenues ranging from \$100M+ annually, underscoring dedication to revenue-focused strategies, working cross-departmentally.
 - Tentpole events consisted of the iHeartRadio Music Festival, Daytime Stage, Fiesta Latina, Jingle Ball Multi-Market Tour, and more
 - While managing onsite experiential activations for all brand partners, oversaw the comprehensive spectrum of festival production operations. Working in tandem and organizing countless internal and external teams, staff members, and vendors to create the event's from scratch.
 - Executed the build-out of back-of-house activation spaces (partner branded) and immersive consumer-facing sponsorship integrations for an extensive portfolio of over 100+ events annually, culminating in roughly 1000+ events during my tenure, small and large
 - Successfully produced multiple iHeartRadio Music Awards red carpets, showcasing expertise in creative design process, staffing, press and artist management, live broadcast coordination, security implementation, and partner integrations

PROFESSIONAL EXPERIENCE

Director, BACARDI Event Production; TEAM Enterprises | Fort Lauderdale, FL | 2022–2023

- Strategically managed the BACARDI Production Department, overseeing a diverse team of 15+ producers, 10+ warehouse staff, 4 beverage operations managers, project-based freelancers, and logistics teams.
- Directed experiential production across the comprehensive BACARDI brand portfolio, encompassing Bacardi Rums, Patron Tequila, Bombay Gin, Angel's Envy Whiskey, Incubation brands, and many more.
- Demonstrated exceptional team management and leadership, driving performance improvements and fostering professional growth through effective coaching and guidance.
- Cultivated a collaborative work environment that prioritized open communication, fostering cooperation among staff members.
- Directed pivotal production of major recurring events, including Tales of the Cocktail, Corporate Conferences, Food and Wine Festivals, Music Festivals, and nationwide branded tours.
- Skillfully guided RFP and one-off client activation requests in seamless collaboration with Project Management, Creative, and Account teams.
- Leveraged organizational skills to manage team assignments, maintain a comprehensive production calendar, and accurately estimate resources for the BACARDI portfolio.
- Collaborated closely with Account and Finance to maintain budgets aligned with strategic goals throughout the fiscal year.

Director, Event Operations & Key Account Management; Paragon Events, Inc. | Delray Beach, FL | 2020–2021

- Developed organizational structures for Event Production and Account Management Departments, incorporating training and onboarding strategies.
- Supervised 10-15 direct reports including Event Producers, contractors, and client-facing Account Managers, overseeing event management, innovation, marketing, budgeting, and positive client relations.
- Successfully transitioned numerous live events to virtual platforms, maintaining speaker, sponsor, vendor, and digital platform management.
- Managed event budgets ranging from \$1M-\$2M, handling incentive corporate retreats, conventions, meetings, parties, entertainment, décor, and brand activations.
- Led two collaborative teams covering hotel contracts, registration, virtual/live platforms, and vendor relations, ensuring company success during the pandemic.

Director, Live Event Production and Brand Activation; iHeartMedia | New York, NY | 2019–2020

- Directed event build-outs for Pro Bowl & Super Bowl activations, charity events, and product launches for PepsiCo and 20+ key accounts.
- Collaborated with clients to devise marketing concepts and event designs aligned with performance indicators.
- Negotiated venue contracts, terms, and insurance coverage; managed venue build-out, budgets, and post-event reconciliation.
- Executed on-site activations and deliverables according to vendor contracts, ensuring safety, security, and teardown plans.
- Oversaw internal and external teams for event execution, managing vendor coordination and team performance.
- Generated post-event analysis, evaluation, and recommendation reports with the director of strategy and innovation for revenue growth year-over-year.
- Handled all artists collaborations, contacts and advanced production needs to fulfill talent technical riders for tours across the country.

Senior Manager, National Event Operations and Sponsorship, iHeartMedia | New York, NY | 2016–2019

- Spearheaded implementation of event sponsorship opportunities for 100+ iHeartMedia events annually, including iHeartRadio Music Festival, iHeartRadio Music Awards, and iHeartRadio Jingle Ball Tour.
- Orchestrated liaison between internal and experiential creative teams to conceptualize overall event branding and marketing, while managing sponsorship inventory system and partner exclusivities at key events and B2B/B2C conferences.
- Established and nurtured positive relationships with venue contacts, ensuring seamless sponsorship coordination and alignment with security, city officials, and emergency services for smooth talent and celebrity arrivals.
- Led initiatives to bring yearly promotional campaigns to life, integrating brands through in-show production elements and iHeartRadio back-of-house event spaces, encompassing VIP hospitality, press red carpet, artist interactions, and broadcast areas.
- Cultivated strong partnerships with vendors, managing RFPs, budgeting, ideation, and final consumer-facing activation production.

Manager, National Activation and Account Management, iHeartMedia | Los Angeles, CA | 2015–2016

- Directed multi-platform initiatives for high-profile west coast clients, including T-Mobile, 7UP, Hyundai, Universal Pictures, Lionsgate, and Paramount, overseeing on-air, digital, mobile, social, and event activations.
- Administered over \$3M worth of campaigns, covering world premieres, red carpets, sponsorships, and national programs, providing comprehensive campaign recaps highlighting partnership outcomes.

National Promotions Coordinator, iHeartMedia | New York, NY | 2013–2015

- Managed client activation for New York sales promotion requests, handling ideation, development, and execution in coordination with account executives and national project managers.
- Delivered effective media solutions to clients, executing on-air, digital, and event activations in collaboration with Programming, Digital, and Marketing departments.

Event Presentation and Fan Development, New York Rangers | New York, NY | 2010–2014

- Coordinated New York Rangers game night fan events, collaborating with NHL and NYR for in-game and on-ice activations.

Event Marketing and Promotions, ESPN | New York, NY | 2010–2013

- Fostered relationships with key venue contacts at MetLife Stadium, Madison Square Garden, Red Bull Arena, and Belmont Racetrack, facilitating live radio broadcasts and consumer-facing engagement.
- Crafted promotional copy for on-air and digital ESPN giveaways; Collaborated with sports franchises for securing promotions and giveaways for listeners.

EDUCATION

Bachelor of Science in Sport Management: 2010-2014

East Stroudsburg University of Pennsylvania, East Stroudsburg, PA