

# Adri Hallenberger

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## HEAD OF EXPERIENTIAL EVENTS

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Versatile, relationship-oriented head of experiential events with extensive experience in operational excellence, cross-functional leadership, and event marketing with a track record of driving pipeline. History of creating successful, bar-raising, quality customer programs, while meeting strong financial goals and event implementation practices that can scale. Proven ability to lead and develop high performing teams who consistently exceed stakeholder expectations.

## EXPERIENCE

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### **ServiceNow, Inc. | San Francisco, CA | June 2024 – July 2025**

#### **Director, Strategic Events**

Lead the operational and strategic planning in partnership with cross-functional teams to deliver Knowledge for 20k+ attendees, aligning with business objectives to drive brand visibility, engagement, and sales pipeline growth

- Oversee the end-to-end planning process, driving operational excellence in logistics, content development, marketing, campaigns, and stakeholder engagement while expanding the event campus.
- Provide drive data-driven improvements that enhance the customer journey, increase engagement, and maximize ROI.
- Serve as a steward of ServiceNow's brand and culture, creating high-quality, accessible, and sustainable event experiences that drive key priorities, reinforce company values, and cultivate a strong sense of community.

### **Amazon.com, Inc. | San Francisco, CA | January 2019 – March 2023**

#### **Head of Experiential Events, Last Mile Marketing - Amazon Global Communities, June 2021 – March 2023**

Developed and implemented a comprehensive event strategy including leading a global staff responsible for the delivery of an international event portfolio for internal and external customers with an annual budget of \$50M+. Event format spanned from localized virtual programs to 4-day, in-person events.

- Proven successful event execution record including the launch of an inaugural event for a new Amazon partner community netting a 97.6% overall CSAT (+17.6% to goal), and ownership of an existing biennial internal global leadership program earning 89% overall CSAT (+9% to goal) while being 16.5% underbudget.
- Produced all aspects of the events program, managed teams of both direct reports and cross-functional colleagues, ensured programmatic goals were met and balanced with leadership priorities.
- Was an active participant and contributor in Amazon's mentorship community, both as a mentor and a mentee.

#### **Head of Events, Amazon Alexa - Developer Marketing, October 2020 – May 2021**

Supervised a team of event managers that produced all aspects of Alexa Everywhere's event portfolio including virtual, hybrid, owned, and third-party programs. Navigated and stabilized team dynamics through pandemic-induced organizational disruptions.

- Led the core team for the second annual, highly anticipated follow up to re:MARS 2019 including oversight of all event elements, content, and celebrity related elements. Due to the pandemic, the event cancelled at T-60 days.
- Chaired the RFP process to solicit bids, award contracts, onboard, and manage all vendor agencies to support year-round event components core to individual program success.
- Overhauled best practices for event life cycle development with newly defined, scalable approaches, focused on operational excellence and consistent outcomes.
- Member of AmazonPWD - People with Disabilities Affinity Group (ERG).

#### **Principal, Amazon Alexa - Developer Marketing, April 2020 – September 2020**

Transformed 2020 experiential approach from physical to virtual; centralized and led the core team through its tentpole virtual event hosted on a new platform while bar-raising all existing components.

- Accelerated and streamlined the Alexa Live virtual event due to pandemic-related compressed timelines, which required quick pivots and establishment of mechanisms to drive cross-organization alignment including risk assessment.
- Introduced new surprise and delight moments (*How to Alexa Live from Home* swag kit theme) and quirky initiatives (sizzle teaser video featuring speakers' WFH hobbies). Results included 22k registrations (+54% to goal, +86% YoY) and 622k engagement minutes (+60% YoY).

### **Senior Event Marketing Manager, Amazon Alexa - Developer Marketing, January 2019 – March 2020**

Served as the operational program lead for the inaugural re:MARS event assembling a core team of cross-functional SMEs.

- Utilized exceptional project management skills to lead pre-event planning teams, execution, and post-event reporting with stakeholders achieving an overall CSAT of 4.4/5.0.
- Highlight responsibilities included the re:MARS all:STARS BattleBots Challenge in partnership with Discovery (CSAT of 4.4/5.0) and global broadcast over Twitch (282,038 views on stream), Wow moments implementation such as the Blue Origin New Shepard Space Capsule experience (CSAT of 4.4/5.0), and keynote production presented by Jeff Bezos (CSAT of 4.6/5.0).
- Award: Received the *To Infinity and Beyond* award for re:MARS 2019, presented by Amazon Alexa executive leadership.

### **Amazon Web Services, Inc. | San Francisco, CA | September 2015 – December 2018**

#### **Senior Event Marketing Manager, Corporate Event Marketing**

Established as the keynote SME accountable for project managing global keynotes across tier 1 cities. Implemented and oversaw all A-to-Z components from executive production to creative scenics to live stream to content management.

- Grew the keynote program into a global initiative by creating a task force that standardized best practices and brand guidelines to ensure consistency worldwide. Efforts resulted in a jump in re:Invent keynote program CSAT scores from 4.08/5.00 in 2016 to 4.24/5.00 in 2018 (+4%).
- Hands-on event producer responsible for soup-to-nuts management of Global Sales Kickoff with 8k+ attendees (343% growth from 2015-2018). Required close internal partnerships to identify event goals, content, and promote strategy.
- Key contributor in the planning, production, and execution of AWS re:Invent.
- Awards: *Event Marketer* award for 'Best B-to-B Event' of the Year for re:Invent 2016 and 2017.

### **Charles Schwab & Co., Inc. | San Francisco, CA | October 2008 – August 2015**

#### **Senior Manager, Event and Production Services, March 2013 – August 2015**

- Led internal core team responsible for all aspects of the Advisor Services B2B roadshow. Transitioned program from over budget to under budget for 3 consecutive years while increasing CSAT from 93% to 97%, and attendance by 17%.
- Award: *Key Contributor* recognition awarded for the 2013 SOLUTIONS program by the leadership team.

#### **Manager, Event and Production Services, October 2008 – February 2013**

- Designed and fully executed an average of 40 events per quarter that aligned with organizational initiatives.
- Awards: Awarded the *Excellence in Business Service* for the 2009 SOLUTIONS program, and the *SPARK* award for the 2011 Spring Help & Guidance Symposiums by executive leadership.

### **UC Berkeley Alumni Association | Berkeley, CA | April 2008 – September 2008**

#### **Manager, Alumni Events and Groups**

- Managed university-wide events including 1868 Cal Avenue Homecoming and Charter Gala. Staff liaison for Special Interest Alumni Groups to provide support ensuring the group's ultimate success. Supervised student intern program.

### **Actuate Corporation | South San Francisco, CA | December 2006 – September 2007**

#### **Manager, Field Marketing Events**

- Managed the strategy and operation of field marketing programs (average 5 per month). Defined, measured, and reported on marketing campaign effectiveness, metrics, and ROI.

### **Merkley + Partners | Burlingame, CA | March 2006 – November 2006**

#### **Account Executive, Mercedes-Benz USA Account**

- Drove media planning, coordination, and delivery for B2C marketing programs for client. Partnered with Mercedes' market managers and dealers to strategically allocate creative content for media.

### **In-N-Out Burger | Irvine, CA | December 2002 – August 2005**

#### **Events Coordinator**

- Planned regional events as part of the individual store reward program (average 150 annually). Managed all aspects of tactical planning, specifically: venue sourcing, contract negotiation, registration, collateral, budgeting, onsite logistics.

## **EDUCATION**

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### **University of California | Santa Barbara, CA**

*Bachelor of Arts in Cultural Anthropology*