

REBECCA PEREZ

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PROFESSIONAL SUMMARY

- Fifteen years' experience in marketing, partnerships and project management, working with global industry leaders such as Coca-Cola, Samsung, Nike, Johnson & Johnson, Visa, GE, McDonald's, General Motors
- Results-driven: delivered on goals, renewed partnerships, drove business, initiated and developed new sales channels
- Expert at end-to-end partnership & relationship management, project management, negotiating, navigating & influencing cross-functional and international teams & clients, facilitating, business development, risk mitigation, branding, strategic and creative thinking, and problem-solving
- Native English and French speaker with extensive international and multi-cultural experience. Worked with over 11 countries, and travelled to over 40 (and still going!)
- Thrive in dynamic and collaborative environments and love working to make a difference locally and globally

SKILLS

Partnership Management
Account Management
Integrated Marketing
Team Leadership

Business Development
Project Management
Budget management
Bilingual, Global Experience

Contract Negotiation
Staff Training
Entrepreneurship
Creative problem-solving

WORK EXPERIENCE

Purpose + Sport San Francisco, CA April 2017 - current

VP, Client Services - inspiring the business of sport to do good and do well.

- Providing advisory, commercial and engagement solutions to sponsors, rights holders and non-profits wanting to embrace purpose as a key strategic business driver

Clients include: StreetFootballWorld, St. Louis Sports Commission & Musial Awards, Oakland Zoo

One World Play Project, Berkeley, CA Aug 2013 - March 2017

Director of Corporate Partnerships

Social Enterprise (B-corp.) focusing on bringing the power of play to children around the world

- ✓ Increased company's e-commerce revenue by 250% by initiating, negotiating and managing new sales channels, including Amazon Sellers Central
- ✓ Renewed key company General Motors / Chevrolet sponsorship: successfully managed the company's corporate partnerships ensuring delivery of complex contractual deliverables and facilitating global activation

Visa, San Francisco, CA Feb 2009 - Sept 2011

Business Leader, Global Sponsorship Marketing

- ✓ Delivered Visa's "best Games ever" for the Vancouver 2010 Olympic Games (quote: CEO & CMO)
- ✓ Marketing activation received business acclaim, record client engagement & business results, as well as industry recognition: Visa - 2010 Sports Business Journal's Sports Sponsor of the Year
 - Managed Visa's Olympic sponsorships, driving business by strategically developing the platform and implementing the plan
 - Successfully represented Visa to external stakeholders; Consulted with internal stakeholders on a global basis, supporting digital, experiential and traditional marketing platforms
 - Facilitated operations and hospitality implementation. On-site support for 2010 FIFA World Cup (RSA).
 - Managed budgets (>\$30M)

International Olympic Committee (IOC), Atlanta, GA

Aug 2001 - Jan 2009

Marketing Manager

- ✓ Oversaw > \$1 billion in global accounts with global industry leaders + broadcasters + gaming & licensed products
- ✓ Recognized subject-matter expert in Olympic activation
- ✓ Provided excellence in rights delivery & service, resolved issues, negotiated solutions & opportunities
 - Brand management: managed worldwide use of Olympic marks by sponsors, licensees and broadcasters, ensuring all usage fell within the Olympic brand and legal frameworks. Educated stakeholders on sports marketing, sponsor rights, benefits and obligations.
 - Account management: serviced complex multi-level accounts with global industry leaders. Key to success: understanding the business, processes and marketing of stakeholders, and offering customized solutions and opportunities. Identified opportunities to enhance partnership and assisted partners in successfully developing their marketing in global markets

Atlanta International School, Atlanta, GA

Aug 1996 - July 2001

Communications, Events & Annual Fund Manager

- ✓ Increased revenue by 220%, improved volunteer engagement, enhanced the image of the organization in the community
 - Project management of fundraising programs including annual fund and event planning & implementation
 - Team management
 - PR/communications

The Ritz-Carlton, Sales & Marketing Representative (Sydney, Australia) – 1998

- Managed customer database

Schlumberger Industries (the world's largest oilfield services company), **Marketing & Communications**

Assistant (Atlanta, GA) – 1995

- Increased internal understanding of the product and the market
- Improved presentation skills of the engineers

General Motors Marketing Internship (Atlanta, GA) - 1995

Market research, marketing planning, on-site activation for the launch of a new vehicle

EDUCATION

- **MBA, Georgia Tech,** Atlanta, GA, 1996
- **Master in Management, ESC Business School,** Clermont, France, 1996

INTERESTS

Traveling on and off the beaten path, cultural exchange, cooking, yoga, hiking