

George Jean Stewart

Strategic Project Management, Global Partnerships,
Team Collaboration

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Summary

Strategic Marketing Project Manager with a proven record of driving successful outcomes in complex, multi-stakeholder projects that activate brands for increased visibility and engagement with key segments and target markets. Proficient in data driven decision making that supports teams and services to improve customer experience, drive market share, and achieve revenue goals. Experienced in fostering cross-functional collaboration to reach team goals and customer success objectives. With extensive global experience spanning North America, EMEA, APAC, and LATAM, adept at navigating diverse cultural landscapes to deliver results on a global scale.

Core Competencies

Extensive experience in the following areas

Project Management & Logistics	Strategic Partnerships	Global Marketing Management
Event Planning & Management	Vendor/Agency Management	Communications & Reporting
Budgeting & Procurement	Cross-functional Team Collaboration	Flexible, Proactive, Detailed

Professional History

- **Price Walker Consultancy** - Founder/Project Manager Marketing & Events 2015-Present

Marketing project management - support cross-functional teams and optimize strategies for clients to align products and services with market needs to improve customer experience, drive market share, and achieve revenue goals. Clients include:

- **Google** - Programs & Events Manager/Consultant; executed 22 owned and partner IoT events within 6 months: North America, EMEA, APAC, LATAM
- **Hearst** - Executive Marketing Director/Consultant; trade and consumer event strategy and management
- **JP Communication** - Event & Brand Consultant; provided insight & support to raise over \$1M in funding for international trade event market expansion in US and Canada
- **LISI** (currently AmWINS) - Marketing Director/Consultant; project management of new martech stack launch
- **ESPN Radio** - Account Manager/Consultant; research and development of market opportunities for share growth
- **Non Plus Ultra** (Large Scale Events) - Head of Marketing/Consultant; provide market scalability through project management and martech stack improvement

- **Opus Events Agency** - Director, Global Accounts 2019-2020

Led relationships with the world's most influential brands and internal teams, across several service lines within the agency, to strategize and deliver amazing events for clients. Clients included: Cisco, Oracle, Gilead.

- **DPEM Marketing Agency** - Account Director 2018-2019

Liaison between the client and the DPEM team to manage and set event expectations, track program deliverables, and lead communications to all team members, ensuring that programs run on time, on budget and achieve overarching objectives. Clients included: McAfee, UCSF, Bayer Pharmaceuticals.

- **Dolby Laboratories** - Sr Director Global Integrated Marketing 2013-2015

Focus on optimizing strategic partnerships in alignment with business goals and the competitive landscape to increase revenue and market share for Dolby Atmos and Dolby Cinema. Supported the successful multi-stakeholder launch of the initial Dolby Cinema proof of concept in Barcelona Spain and expansion into the Netherlands and US.

- **MasterImage 3D** (currently RealD) - Director Digital Cinema 2010-2013

Leadership and management of global events in North America, EMEA, APAC, and LATAM. Led strategic partnerships with Studios and Exhibitors and new business development.

- **AMC Entertainment** - Vice President Partner Relations 2009-2010

Executive leadership and management of all aspects of the partner relations team with major and independent Film Studios, including special events, film marketing, promotions, and strategic partnerships.

- **Nielsen Business Media** (currently Emerald Expositions) - Group Director, Sales & Marketing 2006-2009

Managed the large-scale event sales and marketing teams for the largest brand in the Nielsen Business Media portfolio, championing the brand management of \$100M Retail Group portfolio.

Education

Bachelor of Science, Accounting California State University, Chico

Project Management Certificate University of California, Irvine

Strategic Content Marketing Certificate University of California, Davis