PATRICK T. WHALEN

Business Development Executive

Marketing and Sales

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SUMMARY

* 30 years of experience as entrepreneur and creative executive with superb ability to create and execute highly effective integrated marketing and promotional strategies at all budget levels, across multiple sectors including entertainment, sporting, consumer products, and automotive industries
* As Founder and CEO of multiple companies in the production agency and marketing space, offers strong operational and financial leadership to steer company growth
* Proven ability to form and maintain strong long-term collaborative relationships with vendors, partners, and multiple repeat clients
* Fully experienced with all aspects of business development including budget and growth forecasting, cost control, profit and loss, contracts, and regulatory compliance
* Outstanding ability to develop and institute efficient business systems and processes

EXPERIENCE

**BACKSTAGE PRODUCTIONS, INC, Los Angeles, CA**

**Chief Executive Officer *2015 – present***

* Founded and oversee production agency that supports and manages exceptional live experiences of all sizes for clients, including concert tours, corporate promotional events, conferences, trade shows, live broadcasts and sporting events
	+ Past events include *EA Sports E3* (2019), Xponential, Wella
	+ Ongoing corporate clients include Toast, Events, Volkswagen, Porsche, Audi
* Ensure highest possible level of customer service and consistently exceed client expectations with personal attention
	+ Develop customized and individualized experiential marketing, branding and promotional strategic plans to fulfil client needs, at all budget levels
	+ Provide technical, time-management and budgeting expertise to ensure sales and marketing success
* Manage and implement corporate growth plans and manage stakeholder and external partnership relations
	+ Established joint-ventures with other tour industry professionals
	+ Maintain relationships with media agencies, sponsors and vendors to assure ongoing client satisfaction and repeat business
* Designed and continue to oversee implementation of streamlined processes and procedures across all functional areas of company
* Designed and implemented social media campaign.

**DPS, INC, Los Angeles, CA**

**President *2012 – 2015***

* Oversaw operations of production agency that provided support services to successful trade shows, concert tours, live performances, corporate and special events, and provided production services to film and television productions
* Built sales and Marketing plan
* Designed train programs for staff
* Created incentive plans for customers and employee’s
* Launched firm with staff of eight and established a team of 60 managers, technicians and sales representatives; supervised staff training
	+ **Led revenue growth of 1600% over 3 years**
	+ Launched three new locations in New York and Los Angeles to provide specialized services including lighting, warehousing and design services
* Personally managed key client accounts; collaborated with clients to define goals

**PRODUCTION RESOURCE GROUP, Los Angeles, CA**

**Sales and Production Consultant *2010 – 2012***

* Developed strategic relationships with new national and global clients
* As producer, established signature style of immersive stage presentations with integrated multimedia, special effects, lighting and sound components
* Supervised design and execution of successful corporate events, concert tours and sports events, at various sites including efficiently managing crews of up to 100 people
	+ Clients/Events include: Volkswagen trade shows and special projects, *Devo concert tour* 2010, IZOD *Pit Stop Challenge* and concert on Hollywood Boulevard, *G’day USA* Australian Actors Award Show 2010

**FAST PACED MANAGEMENT, LLC, Los Angeles, CA**

**President/Director of Business Development *2004 – 2010***

* Provided strategic leadership and hands-on management for company that produced stadium and arena-level events for high profile, internationally renowned artists, corporate clients and shows at major sporting events
	+ Artists include: Prince, Linkin Park, Stone Temple Pilots
	+ Client projects include: MN Thunder Soccer Team 2009 season, Virgin Unite Fundraiser with Eve and Richard Branson, Nike Human Race, Hollywood (2008)
* Production manager for multiple live concerts in support of the Olympic Summer Games in Athens, Greece (2004) and the Olympic Winter Games in Torino, Italy (2006)
	+ Supervised and directed production staffs of 500 people across 12 different sites in the two cities

**BACKSTAGE PRODUCTIONS, LLC, Minneapolis, MN and Las Vegas, NV**

**President/Director of Marketing *1990 – 2003***

* Managed day-to-day logistics and handled marketing and promotions for company that provided production management and technical services for stadium shows, touring productions and related promotional events across the USA
* Created and managed strategic partnerships with major US and international entertainment companies including MTV Asia, MTV South America, MTV North America, VH1, BBC, and Warner Bros.
* Worked with venture capitalist and private equity companies on expansion and acquisitions.
* Built SBA loan package for location expansion into Las Vegas.

EDUCATION

* St. Cloud State University, St. Cloud, MN – **Business Management and Marketing studies** (1988 – 1991)
	+ *President, University Concert Committee* – oversaw production of 10 theater shows and new artist concerts annually on-campus