

JORDAN BLAIR ROBERSON TAYLOR

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Executive Experiences | Strategic Programs | Global Events | AI Innovation

EXECUTIVE SUMMARY

Strategic executive events and experiences leader with more than **20 years** of experience designing premium executive programs, global events, and high-impact leadership experiences that strengthen executive engagement and advance business strategy. Experienced partnering with C-suite leaders to create memorable executive experiences while leveraging AI, operational excellence, and thoughtful experience design to strengthen relationships and deliver measurable business outcomes.

SELECTED ACHIEVEMENTS

- Designed and produced executive leadership summits, four global company All Hands (**16,000+ employees**), four Business Technology & Operations All Hands (**2,000+ employees**), and one global Director Summit (**100+ leaders**).
- Partnered with executive leadership to design high-impact executive experiences, strategic global initiatives, and executive engagement programs.
- Created and led a global AI learning ecosystem supporting **16,000+ employees** through enterprise education, events, and AI adoption programs.
- Led executive preparation and strategic storyline development for Investor & Analyst Summit engagements, creating executive narratives, presentations, and briefing materials.
- Designed and launched Confetti, an AI-powered event registration solution that streamlined operations and enhanced end-to-end attendee experiences.
- Created an enterprise recognition program celebrating employee achievement, innovation, and organizational culture.
- Leveraged AI and automation to improve global event operations, operational efficiency, and attendee experiences.

CORE COMPETENCIES

Executive Experiences • Executive Engagement • Global Events • Leadership Summits • Executive Communications • Program Management • AI Innovation • Cross-Functional Leadership • Event Strategy • Experience Design • Executive Storytelling • Vendor Management • Budget Management • Operational Excellence • Executive Reporting

EXPERIENCE

STRATEGIC INITIATIVES & PROGRAM MANAGER

Enterprise Events & Executive Experience

NetApp/April 2021- Present

- Annually designed and produced four global company All Hands for audiences of **16,000+ employees**, four Business Technology & Operations All Hands for 2,000+ employees, one global Director Summit for **100+ leaders**, and executive leadership summits, leading every phase from strategy and agenda development through executive content, branding, production, logistics, vendor management, attendee experience, and post-event execution.
- Partnered with executive leaders to design and deliver premium executive experiences, translating organizational priorities into high-impact global events, executive communications, and strategic storytelling that strengthened executive engagement and organizational alignment.

- Led preparation and strategic storyline development for Investor & Analyst Summit engagements, partnering with senior executives to develop executive narratives, executive briefing materials, presentations, key messages, and stakeholder experiences.
- Partnered directly with senior executives to curate executive experiences that strengthened strategic relationships, delivered meaningful business value, and reflected the highest standards of executive professionalism.
- Served as emcee and moderator for global company All Hands, executive leadership summits, enterprise AI events, and organization-wide learning experiences, facilitating executive storytelling, audience engagement, live Q&A sessions, and panel discussions for audiences ranging from **100** to more than **16,000 employees**.
- Designed premium executive experiences through strategic agendas, executive storytelling, personalized engagement, branding, hospitality, and seamless logistics that strengthened executive relationships and reflected organizational priorities.
- Designed and launched Confetti, an AI-powered event registration solution that automated attendee support, streamlined event operations, improved attendee communications, and enhanced the end-to-end attendee experience while demonstrating practical enterprise AI innovation.
- Created and led an enterprise AI learning ecosystem supporting **16,000+ employees** through AIUni, **12** recurring AI learning sessions each quarter, enterprise-wide education programs, adoption campaigns, and self-service resources that accelerated AI adoption and employee productivity across the organization.
- Designed and launched an enterprise recognition program that celebrated employee achievement and innovation through nomination criteria, cross-functional review committees, executive recognition events, awards, and enterprise-wide storytelling.
- Built trusted partnerships with Marketing, Sales, IT, HR, Operations, Security, business stakeholders, vendors, production partners, and event technology providers to coordinate executive programs and deliver high-impact global events.
- Evaluated, implemented, and optimized AI-powered tools, automation, and emerging event technologies that improved planning, attendee engagement, operational efficiency, and event scalability across global programs.
- Built governance frameworks, executive dashboards, reporting models, and operational metrics that enabled data-driven executive decision-making and improved visibility into event performance, attendee engagement, operational KPIs, and overall program success.
- Designed event branding, executive presentations, visual identities, digital experiences, and interactive content that transformed organizational priorities into memorable executive and attendee experiences.
- Established scalable operational standards, documentation, workflows, and best practices that improved consistency, quality, and execution across executive programs and global events.

MARKETING, COMMUNICATION & EVENTS PROJECT MANAGER

CHUBB/April 2018 – March 2021/Chicago, IL

- Led the creation, design, and implementation of a fully SSO integrated communications tool for **5,000+ employees**.
- Used formal processes and tools to manage resources, budgets, risks, and changes.
- Recommended new processes and tools to improve project management effectiveness.
- Managed project status through executive briefings, meetings, and written reporting.
- Served as the primary point of contact for project status and stakeholder communications.
- Led cross-functional teams, third-party agencies, and vendors to ensure successful program execution.
- Managed departmental quarterly budgets and supported annual budget planning.

PROJECT MANAGER, MEETINGS AND EVENTS

Microsoft/June 2017- April 2018 (Contract)/Chicago, IL

- Managed projects supporting assigned business segments in a fast-paced enterprise environment.
- Built and maintained project roadmaps, milestones, deliverables, and timelines.
- Partnered with functional teams to identify risks, resource constraints, and project dependencies.
- Tracked project progress, proactively identifying risks and communicating updates to leadership.
- Fostered alignment across stakeholders to ensure shared understanding of project goals and expectations.
- Used data and project metrics to support decision-making and executive reporting.

MARKETING EVENTS BRAND MANAGER

GAP Inc. /April 2014-June 2017/Chicago, IL

- Coached cross-functional teams, agency partners, and event staff to deliver exceptional customer experiences.
- Influenced enterprise sponsorship strategy supporting corporate and brand marketing objectives.
- Conducted market research and negotiated contracts with partners and vendors.
- Represented the Sponsorship Marketing & Brand Activation team at internal and external events.

SENIOR CORPORATE EVENTS MANAGER

UCCM/August 2011-March 2014/Wilmington, NC

- Negotiated venues and event concepts based on client objectives and business requirements.
- Managed relationships with vendors, production partners, and event suppliers to ensure successful execution.

FUNDRAISING EVENTS MANAGER

March of Dimes/November 2008-August 2011/Wilmington, NC

- Led fundraising, grant writing, and corporate giving initiatives while building partnerships with corporate sponsors, community leaders, volunteers, and board members.
- Managed event budgets, reporting, reconciliations, logistics, and execution for large-scale fundraising events.

ASSOCIATE FUNDRAISING EVENTS MANAGER

American Cancer Society/March 2006-November 2008/Wilmington NC

- Managed client, vendor, and community relationships supporting fundraising programs and large-scale events while coordinating logistics, contracts, and operational execution.

PERSONAL AND BUSINESS BANKER

RBC Centura/April 2001-February 2006/Wilmington, NC

EDUCATION

University of North Carolina Wilmington

Bachelor's Degree

Communication Studies