

SIMONE RUOTOLO

EVENTS MANAGER, PRODUCER & DIRECTOR – PROJECT, OPERATIONS & PRODUCTION MANAGER

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RIGHT TO WORK IN THE UK, EU, BRAZIL, AND MERCOSUR

Profile

Passionate and experienced events Producer with diverse expertise in Project & Operations management. Skilled in overseeing a range of events, from Royal functions to corporate engagements. Dynamic leader known for organisation and results orientation. Strong focus on relationship building, time management, and communication skills. Proven track record in delivering projects from conception to completion with attention to ROI and marketing opportunities.

Clients Overview

COP28, Climate Bonds Initiative, Lendlease, John Lewis, Mc Coy, Board, Royal International Air Tattoo, London Pride, Major League Baseball, National Projects Office UAE, Asir Development Authority, Royal Windsor Horse Show, Corona, U.S. Embassy London, Brazilian Embassy London, TED, Camden Council, Hackney Council, Harrods, Government of Rio de Janeiro, British Embassy, Glastonbury. Wilderness Festival.

Professional Experience

IDENTITY MIDDLE EAST – PRODUCER & OPERATIONS MANAGER (B2B)

AUG-DEC 2023 - DUBAI, UAE

- Participated in all stages from conception to conclusion of four Thematic Arenas at COP28, which included 100 NGOs & IGOs exhibition spaces (Pavilions) and 2 Presentation Stages.
- Collaborated with cross-functional teams, including commercial, health and safety, crowd control, technical production, and wayfinding to meet event goals and deliver outstanding experiences.
- Provided team and on-site management during live event, ensuring smooth operations and compliance with quality standards and regulatory requirements.

TOGETHER – EVENTS OPERATIONS MANAGER (B2C)

MAY-AUG 2023 - VARIOUS CITIES, UK

- Managed F&B operations at events and festivals in the UK, overseeing 3-120 vendors, depending on the event.
- Supervised load-ins/outs of food traders and bars and conducted health and safety checks during all operations.
- Acted as the primary on-site operational liaison, coordinating with all key stakeholders, addressing issues, resolving problems, and serving as the central point of contact for all ground-related matters.
- Compiled post-event debriefs.

ASEMBL. - PROJECT MANAGER (B2B)

APRIL- MAY 2023 - LONDON, UK

- Project Management for Board Beyond Conference, Board CAB Event & Board CAB gala dinner.
- Led production elements, including venue planning, printed collaterals, installations, staging, event infrastructure, and stakeholder liaison.
- Managed on-site operations for the Board Beyond Conference held at the Illuminate, Science Museum. Responsibilities included overseeing load in/out, coordinating with suppliers and exhibitors, managing catering, facilitated attendees' check-in processes, and monitoring all conference activities to ensure smooth execution and consistency to the schedule.

PEOPLE&CO. - ASSOCIATE TO THE TECHNICAL DIRECTOR (B2B)

OCT-DEC 2022 - ABU DHABI, UAE

- Provided support to the show Technical Director in overseeing technical production, department operations, and the delivery of the UAE National Day 51st Ceremony and Legacy Shows.
- Acted as the primary liaison between the Technical Production team and various departments, including producers, creative, directors, stage managers, finance, procurement, and site and operations.
- Responsible for assessing technical risks and maintaining continuous collaboration with suppliers and health and safety management to safeguard the show's integrity, safety, and schedule adherence.

BALICH WONDER STUDIO - PRODUCER (B2C)

JUN-SEP 2022 - ABHA, SAUDI ARABIA

- Performed as the F&B Producer for the Abha Summer Festival, a two-month-long daily cultural festival in the Asir region. Responsibilities included organising the Mifana International Food Festival, overseeing a team of 9 international and national chefs, along with their respective teams. Additionally, curated F&B offerings with local businesses, managing over 20 local independent F&B vendors and 11 local restaurants.
- Negotiated commercial agreements, managed contracts, and budget allocations.
- Supervised the build-up and dismantling of infrastructures, as well as overseeing production, operations, H&S, and managing sales.

LOOWATT - SENIOR EVENTS PRODUCER (B2C & B2B)**MAY 2017-JUN 2022 – UK & EUROPE****CUSTOMER OPERATIONS PROGRAMMES MANAGER (B2B)****APR 2020-JUN 2022 – LONDON, UK**

- Successfully managed profitable pay-to-use luxury compounds at music festivals in the UK and Ireland. Oversaw all aspects from booking to event reconciliation, including conception, budgeting, logistics, marketing, sales, staff management, and operations.
- Led the conception, production, and budgeting of exhibition spaces at B2B events in the UK and Germany. Provided input for marketing and advertising strategies and assisted in developing engaging sales pitches.
- Overseeing and guiding businesses' clients, successfully upsold complimentary products and contributed to the main UK client to grow its stock from 20 units in 2019 to 52 upgraded units in 2022.

COMIDA FEST - CO-FOUNDER & DIRECTOR (B2C)**SEP 2015-NOV 2020 – LONDON, UK**

- Co-founded a festival that rapidly became Europe's largest Latin American food event, drawing 10,000-15,000 attendees daily within three years. Organised 14 successful festivals from 2016 to 2019, featuring 87 different vendors. Effectively operated within prominent public venues and collaborated with local councils in London.
- Curated and supervised vendors, fostering the establishment of over 10 new businesses. Managed stakeholders, event operations, licenses, technical production, and promotion. Created pitch decks and Arts Council applications.
- Organised special events for reputable entities such as American Embassy, Camden Council, Corona, O2 Arena, Lendlease, Great Get Together, and Bankside Open Spaces Trust.

CLIMATE BONDS INITIATIVE - PRODUCER (B2B)**JAN 2019-MAR 2019 – LONDON, UK****EVENT MANAGER (B2B)****JAN 2018 – LONDON, UK**

- Acted as the Producer for the Climate Bonds Initiative Main Conference, Awards, Boot Camp, and Round Tables in 2019. This three-day program involved eight venues and attracted over 900 attendees from 55 different countries.
- Reporting to CBI Head of Events, managed production, event app, accreditation, front-of-house, operations, staffing, volunteers, and overall event logistics.
- In 2018, as the Event Manager for the Main Conference, managed on-site registration and check-in processes, as well as staffing and volunteers.

COMPLETE PROFESSIONAL EXPERIENCE: <https://www.linkedin.com/in/simoneruotolo/>**Skills****Planning & Execution** - Proficient in planning, executing, and overseeing all event aspects from start to finish, including budgeting, scheduling, logistics and event management.**Budget Creation & Adherence** - Skilled in budget creation, monitoring, and management, contract negotiation, and identifying cost-saving opportunities.**Operations and Logistics** - Efficiently manage event operations and logistics for seamless execution, ensuring all logistical aspects contribute to event success.**Venue Management:** Experienced in selecting and managing venues, negotiating contracts, and coordinating logistics for setup, including seating arrangements and equipment installation.**Creative Problem Solving** - Strong problem-solving skills to address challenges during event planning and execution, finding creative solutions to keep projects on track.**Team & Staff Leadership** - Effective leadership of cross-functional teams and event staff, fostering collaboration among team members to achieve event goals.**Stakeholder Management** - Engage and communicate effectively with stakeholders to foster collaboration and ensure alignment with event objectives. Proficient in sourcing, negotiating with, and managing vendors and suppliers.**Talent Management:** Coordinate and support performers, speakers, or other talent involved in events, ensuring their needs are met and facilitating seamless communication and collaboration.**Multitasking:** Able to efficiently manage multiple responsibilities and tasks simultaneously to ensure smooth event execution and timely completion.**Languages**

English / Fluent - Portuguese / Native - Italian /Intermediate

Training

University of the Arts London – Production for Live Events and Television / 2009-2011

City University – Event Management / 2008

References available upon request.