






# Elena Hidalgo



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## About me

Fuelled by a passion for deep connections and social impact, I thrive on fostering networks and elevating the value of social events. Continuously driven to enhance customer outcomes, I am always on the move, seeking new ways to make a positive difference.

## Soft skills & Mindset

- Active Listening & Learning
- Social - Relationship Management
- Analytical & Design Thinking
- Culture Oriented, Empathy & Trust
- Inspiring & Influencing
- Public & Online Speaking
- Innovation

## Hard skills

- **PMP®** Project Management Professional
- Change Management, **Prosci®**
- Events Management
- Customer Success
- People Management
- Stakeholder Management
- Sponsorship & Marketing
- Coaching & Training
- Leadership & Influencing
- Engagement & Strategy
- Risk Management
- Finance & Legal

## I speak fluently

- Spanish
- English

## Professional Experience

### Global Events & Enablement Planning Lead – Autodesk

June 2021 / Present – Global role

Achievements: Onboarding new hires in CS and Sales roles, Skill development programs, developing OTC breakout sessions roll outs, AU collaborations, to name a few!

- Create thorough Program and Enablement Plans that address diverse operational requirements comprehensively
- Coordinate event management and training initiatives efficiently
- Manage stakeholders from C-level executives, directors, managers, and internal departments
- Employ agile problem-solving, persuasion, and influence techniques to drive outcomes
- Ensure delivery of KPIs, CRM utilization, quality standards, and compliance measures
- Simplify access to resources, reducing confusion and enhancing efficiency
- Utilize sensemaking techniques to respond effectively to rising challenges and mitigate risks
- Facilitate onboarding and provision of tools and resources to internal teams, enabling them to achieve customer value and desired outcomes
- Proficiently utilize various platforms such as MS Office, Salesforce, G-Suite, Airtable, Qualtrics, Smartsheet, Mural, LUMA workplace and many others to streamline operations and drive success.

### Senior Event Operations Project Manager - GSMA

Nov 2011 / Aug 2020 – Global role

Spearheaded the production of large-scale events like **MWC BCN**, **Shanghai & LA**, **4YFN** and smaller **m360** themed events, generating over GBP 100M in profits.

- Used project management techniques, overseeing all processes from inception to completion with careful attention to detail.
- Developed and implemented goals, conducted market research, and devised strategies with defined KPIs to drive success.
- Planned full communication, marketing, and engagement plans to optimize outcomes.
- Managed a diverse team from selecting to coaching to achieve project objectives.
- Effectively handled stakeholder relationships, engaging with C-level executives, customers, suppliers, sponsors, partners, and internal departments.
- Implemented change management strategies, ensuring business readiness, conducting thorough analysis, and deploying changes seamlessly.
- Demonstrated adept budget management skills, overseeing budgets exceeding GBP 2M, including P&L, RFPs, proposals, POs, and invoicing.
- Well navigated legal and procurement processes, liaising with contracts and negotiating deals.
- Applied risk mitigation with minimal impact, delivering solutions to unforeseen challenges.
- Ensured alignment of objectives with sales and sponsor contracts, demonstrating a strong business sense and accountability for profit targets.
- Managed all aspects of event logistics comprehensively, including security, access, H&S, crisis plans, catering, signage, and more.
- Utilized a wide array of platforms including MS Office, Salesforce, G-Suite, Eventbrite, SharePoint, Asana, Slack, and others to streamline operations and enhance productivity.

Previously...

- **Global Sr. Event Portfolio Manager**, **Freelance** - Jul 2009 / Oct 2011 - EMEA region
- **Global PR Manager**, **Edelman Spain** - Oct 2008 / Jul 2009 - Barcelona
- **Marketing & Front Office Manager**, **IBIS London City** - Oct 2006 / Jul 2008 - London

## High Education

**London Metropolitan University** - Sept 2009 – Sept 2011 - **MA Events & Marketing Mgmt. ESIC Business & Marketing School** - Sept 2004 – Jun 2006 - **BA in Advertising & PR**  
**Universidad Rey Juan Carlos I** - Sept 2001 – Jun 2004 - **BA in Tourism**

## Other Certifications

2015 – 2024: LUMA Design Thinking, Prosci Change Management, **PMP®** by PMI, Managing in Difficult Times, Owning your Career, Communication Skills, Presenting Up,

2010 – 2015: Agile PM® by APMG Int., Leadership, Communicating with Impact, Negotiation & Influential Skills, First Aid at work, Crowd Mgmt., IOSH Certification Managing Safely

2002 – 2010: Start-up Business, Events Protocol, Marketing, Customer Success & Sales Coaching