

# Elena Hidalgo (she/her)

Global Enablement and Event Leader | PMP | Executive Programs | Change Transformation

Madrid, Spain | +34 688 999 116

[ehidalgopoves@gmail.com](mailto:ehidalgopoves@gmail.com) | [LinkedIn](#) | [Web](#)

## About me

---

With 20+ years of international experience, I lead global enablement, events and experience initiatives that bring strategy to life through people. I believe strong performance starts with trust, clarity, and genuine connection, and I build programs that empower teams, strengthen leadership capability, and deliver measurable business impact.

My work sits at the intersection of strategy, execution, and culture. I partner closely with executive leaders to translate priorities into scalable, high impact programs across sales, leadership, and global audiences. Known for combining operational rigor with empathy and active listening, I create environments where collaboration thrives and teams perform at their best.

I bring a global perspective, deep program management expertise, and a practical approach to innovation, including the thoughtful integration of AI to enhance scale and effectiveness. Fluent in Spanish and English, I lead with optimism, accountability, and a strong commitment to trust and purposeful impact.

## Key Skills

---

- PMP certified
- Global Program Management
- Change and Organizational Transformation
- Executive Stakeholder Engagement
- Artificial Intelligence and Generative AI tools
- Budget and P&L Oversight
- Operational Excellence and Governance
- Cross Functional Leadership
- Performance Metrics and KPI Development
- Data Driven Decision Making
- Strategic Program Design
- User-Centricity and Culture-Driven

## Professional Experience

---

### Global Executive Enablement and Events Lead

[Autodesk](#) | June 2021 - Present | Global | Enterprise Scope

- **Led Global Enablement Strategy for 5000+ Sales and Customer Success professionals**, increasing engagement by 20% and strengthening revenue-aligned sales capability through scalable global programs.
- **Directed global end to end enablement programs across regions**, standardizing governance and performance frameworks to improve field readiness and organizational alignment.
- Led **cross functional initiatives**, delivering 95% of programs on time and in scope while managing six figure annual budgets with strong stakeholder and financial oversight.
- **Designed and implemented measurement frameworks** and post event analytics, enabling data driven decision making and alignment with strategic business objectives.
- **Drove operational excellence** through enhanced resource planning, risk mitigation, and scalable execution processes.
- **Partnered with Senior Executives to design and deliver a global Leadership Development Program**, achieving 99% positive feedback and measurable improvements in leadership capability.
- **Served as primary stakeholder for clients, vendors, and internal teams**, ensuring C level stakeholder alignment and measurable business outcomes.
- Acted as a **strategic advisor to senior leadership**, translating business priorities into scalable enablement frameworks that accelerated performance outcomes.
- **Mentored and developed team members**, strengthening organizational capability and consistent global delivery.
- Served as **Principal Events Lead and Board Member within an Employee Belonging Group**, delivering high visibility initiatives that increased participation year over year.
- **Leveraged enterprise platforms** including Salesforce, PowerBI, Smartsheet, Jira, Asana, and Generative AI tools to track performance metrics, program adoption, and business impact.

### Senior Event Operations Manager

[GSMA](#) | Nov 2011 - Aug 2020 | Global | Enterprise Scope

- **Delivered flagship global event portfolio generating £100M+ in profit across EMEA, APAC, and US markets**, including [MWC Barcelona](#), [Shanghai](#) and [Las Vegas, 4YFN](#) and smaller [m360](#) themed events.
- **Owned end to end event delivery**, consistently executing complex productions on time and at global scale with high operational standards. Set and delivered against strategic KPIs, increasing attendance, sponsor satisfaction, and commercial performance year over year.
- **Built and led global delivery teams**, managing selection, coaching, and performance across multiple regions to meet timelines. Managed executive and partner relationships, C-level leaders, sponsors, suppliers, and internal teams to secure alignment and results.
- **Controlled budgets exceeding GBP 2 million**, maintaining strong P&L ownership and protecting margin through disciplined financial management. Negotiated contracts and RFPs, improving commercial terms and ensuring legal and procurement compliance.
- **Mitigated operational risk** in live events, resolving critical issues while maintaining safety, quality, and continuity.
- **Aligned event delivery with sales and sponsor contracts**, ensuring revenue and profit accountability while protecting partner value.
- **Delivered full scale operations**, including security, Health and Safety, crisis planning, access, and onsite execution.
- **Leveraged event and collaboration tools** such as Office365, Salesforce, Eventbrite, Asana, Slack to streamline execution and improve productivity

## Professional Experience (previously)

---

- Head of Events, [Freelance](#) - Jul 2009 / Oct 2011 - EMEA region
- Global PR Manager, [Edelman Spain](#) - Oct 2008 / Jul 2009 - Barcelona
- Marketing and Front Office Manager, [IBIS London City](#) - Oct 2006 / Jul 2008 - London

## High Education

---

- [London Metropolitan University](#) - Master's in Events and Marketing Management.
- [ESIC Business and Marketing School](#) – Bachelor's degree in Advertising and Public Relations.
- [Universidad Rey Juan Carlos I](#) - Bachelor's degree in Tourism.
- [PMP®](#) by Project Management Institute.

## Other Certifications

---

- [LUMA Institute](#): Facilitator Certified in Human Centered Design.
- [Change Management Certification Program](#) by Prosci.
- [IOSH Certification Managing Safely](#) Occupational Safety and Health Leadership and Management.
- Communication Skills and Presenting Up by [Ridge](#).
- Fire response and First Aid at work by [ASPY](#) - Certified in workplace safety and emergency response.
- [Agile PM®](#) by APMG International.
- Negotiation and Influential Skills.

## Languages

---

- **English** - Native.
- **Spanish** - Native.

## Tools

---

- **Artificial Intelligence and Generative AI**: ChatGPT, Gemini, Claude, Perplexity, Firefly.
- **Analytics**: PowerBI, Excel, Google Analytics.
- **Program Management**: Smartsheet, Asana, Airtable, Planner, Jira, Salesforce, Trello.
- **Enablement Platforms**: Mindtickler, Absorb, Degreed, Cornerstone, Seismic.
- **Collaboration**: Mural, Miro, Teams, Slack, Slido, Google Meet, Zoom, Sharepoint.
- **General**: Office 365 (Word, Outlook, Excel, PowerPoint); Google Suite (Calendar, Sheets, Docs, Slides, Drive).
- **Instructional Design and Graphics**: Articulate 360 (Storyline, Rise), Figma, Evolve, Canva.