

MOLLY A. MOONS

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Executive with proven success in special event, sponsorship and marketing programs within Fortune 500 and Non-Profit arenas.

Directed 2 international launches for \$7.2 billion corporation.

Handled new identity launch for worldwide employees; integral role in IPO and subsequent merger events.

Curtailed expenses 18% while delivering outstanding "business theatre" program for \$5.1 billion company.

Quickly gained reputation for producing unparalleled results within budgetary constraints.

Innovative Professional with track record of leveraging creativity, interpersonal skills and organizational abilities.

- Gained \$1.3 million in national media exposure for event while raising \$500K for cancer charities.
 - Precedent-setting project enabled all segments of community to contribute to worthwhile cause.
- Spearheaded first-time ever, high-profile event at Detroit's historic Fox Theatre for tier-one automotive supplier.
 - Collaborated with Detroit Symphony Orchestra and Peter Nero to develop innovative customer entertainment program.
- United design executives from Ford, General Motors and Chrysler to recognize history's great automotive designers.
 - This inaugural black-tie fundraising event immediately became an annual tradition.

Client Comments:

"I respect Molly's work ethic and her ability to deliver results - she's a true pro at what she does."

- Mario Andretti, Legendary Race Car Driver

"Your personal commitment to the level of performance required to produce these meetings and events has always served as a strong symbol of our pursuit of excellence in all that we do."

- Larry Yost, former Chairman and CEO, ArvinMeritor, Inc

Clients include: ArvinMeritor, DuPont Automotive, Rockwell International, USA Today Newspaper, General Motors-Cadillac, Michelin Tires, Siemens, Studio 54 Nightclub, State of Michigan, TRW, Comcast Cablevision, Cooper Standard, ITT, Deloitte & Touche, Harvesting A Cure, Harley-Davidson, SelectCare Insurance, Tenneco and United Technologies.

Business Administration, Northwood University • University of Cincinnati Conservatory of Music • Harkness Ballet

PROFESSIONAL EXPERIENCE

Secretary, AUBURN HILLS CHRISTIAN CENTER, Auburn Hills, MI, 2007 to present

- Provide executive support to the Associate Pastor and Youth pastor including event management, database management, etc
- Provide receptionist duties and full administrative support for the church office.

Trade Show Manager, SOCIETY OF AUTOMOTIVE ENGINEERS, Dearborn, MI 2006 to 2007

- Responsible for all aspects of a 90,000 square foot tradeshow with a \$1.6 million budget; team leader of 26.

President and CEO, MOONS EVENT MANAGEMENT, INC., Pontiac, MI, 1991 to 2006

- Built successful, full-service firm managing special events, corporate meetings, and incentive programs for diverse Fortune 500 global corporations. Grew to \$1.2 million gross revenue.
- Provided strategic management and marketing counsel to core business teams and created thematically unified programs in support of corporate message.
- Specialized in the creative conceptualization, thematic development, detailed coordination and implementation of customized events, meetings and communication programs for internal and external audiences.
- Developed and managed budgets ranging from five to seven figures.
- Achieved top rankings in recall measurements and honors for customer special events and sponsorships.
- Consistently provided clients with cost savings through carefully targeted, cost-effective programming and maximized impact of clients' investments, achieving corporate objectives while minimizing expenses.