

Gina Piendel

Senior Event & Field Marketing Leader | Experiential Marketing, Partner and Field Marketing

Email: ginapiendel@outlook.com

LinkedIn: [linkedin.com/in/ginapiendel](https://www.linkedin.com/in/ginapiendel)

Portfolio: gpiendel.com

Phone: 585-503-2922

Summary

Senior Event & Field Marketing Leader

Senior Event and Field Marketing Leader with 15+ years of experience building global event portfolios, partner programs, and field alignment strategies that accelerate enterprise SaaS and HCM growth. Architect of scalable, data-driven event ecosystems that increase pipeline velocity, customer retention, and brand impact. Known for transforming complex event operations into streamlined revenue-aligned frameworks that unify sales, product, and marketing teams.

Key Achievements

- Influenced \$40M+ in sales pipeline across 500+ global event activations
- Reduced operational overhead by 17 percent through workflow modernization and process improvement
- Increased flagship conference attendance by 20 percent year over year
- Managed event and partner marketing budgets exceeding \$2M
- Contributing member of the Exhibitor Advocates Communication Board since 2023

Core Competencies

Event Strategy and Experience Design • Field and Partner Marketing • Experiential Marketing Demand Generation and Pipeline Acceleration • Event Technology and Automation (Cvent, Marketo, Salesforce, Workfront) Cross-Functional Leadership • Budget and Vendor Management • ROI Modeling and Data Analysis Digital Event Strategist (DES) • Enhancing AI for Events (PCMA)

Professional Experience

Senior Event Marketing Manager (Fractional)

Self-Employed / Various Clients | Oct 2025 – Present

Stabilizing and scaling event engines for organizations undergoing growth or transformation.

- Deliver strategic event marketing, partner activation, and experiential design for technology, SaaS, and professional services clients.
- Build revenue-aligned event and partner frameworks that strengthen field alignment and accelerate pipelines.
- Supported a global HCM enterprise through restructuring by stabilizing event strategy and rebuilding partner programs.
- Overhauled customer event experience for a national SaaS platform, improving engagement and product adoption.
- Developed a scalable event framework for a professional services firm to increase client engagement and deal velocity.

Senior Event & Experiences Marketing Manager

Paychex | Mar 2018 – Sept 2025

Transformed a high-volume event portfolio into a strategic, revenue-focused growth engine.

- Directed a portfolio of more than 100 annual events, driving enterprise B2B pipeline growth and market expansion.
- Built omnichannel event campaigns using Salesforce, Marketo, Cvent, and Workfront while managing a \$1.5M budget.
- Launched a digital exhibit portal used by 2,000+ users, influencing more than \$300K in sales and improving brand consistency.
- Created a data-driven event categorization model that shifted investment toward high-performing, revenue-generating programs.
- Led PGA Championship and Senior PGA Tour activations, managing sponsorships, talent, and branded experiences.
- Extended event content into integrated marketing campaigns through webinars, podcasts, and customer storytelling.
- Managed a team of three event associates and led the Marketing Summer Intern Program.

Event Marketing Manager

Sutherland | Mar 2016 – Mar 2018

Delivered high-impact corporate experiences across global markets.

- Managed more than 60 events across North America and international regions.
- Produced a global sales incentive program that increased participation and performance by 12 percent year over year.

Marketing Manager & Event Producer

EagleView | 2012 – 2016

Elevated a user conference into a flagship customer engagement moment.

- Produced the FutureView User Conference in Nashville, increasing attendance by 20 percent year over year to more than 500 attendees.
- Built targeted event marketing programs that strengthen product adoption and customer engagement.

Account Director

RAB2B and Rabinovici Associates | 2009 – 2012

Led enterprise-level integrated marketing programs for a global brand.

- Managed the Kodak enterprise account, overseeing budgets, and integrated digital and traditional campaign performance.
- Served as senior client lead responsible for alignment, execution, and measurable outcomes.

Education

SUNY Brockport

Bachelor of Science in Communication Studies

Certifications & Communities

- Digital Event Strategist (DES) – PCMA
- Certified Event Producer (CEP)
- Enhancing Events with AI – PCMA Event Leadership Institute
- Circle Member – Boldpush Plus Event Community