

Natalie Bloomer

Executive Producer | Event Technology, Global Conferences & Live Experiences

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Professional Summary

Executive Producer and senior event technology leader with nearly 20 years of experience delivering 1,500+ global conferences, concerts, festivals, tours, and brand experiences. Led complex programs for Citadel, Adobe, and Bank of America, including AI-industry conferences and high-volume fan experiences. Own event technology, attendee journeys, registration, apps, RFID/badging, data integrations, speaker programming, run-of-show, and technical production. Lead cross-functional teams, negotiate vendor contracts, and oversee multimillion-dollar budgets and mission-critical live operations.

Technical Skills

Registration, check-in & digital badging
RFID & attendee engagement systems
Event apps & attendee experience
Attendee data / CRM integrations
AV, livestream & show technology
QLab / PlaybackPro / LED systems
Technical rehearsals & cue calling
Salesforce • Excel • Google Workspace
PowerPoint • QuickBooks • Final Cut Pro

Core Competencies

- Executive / Senior Event Production
- Flagship AI & Technology Conferences
- Global Concert, Theater & Music Tours
- Event Technology Strategy & Delivery
- Speaker Scheduling & Agenda Ownership
- Keynotes, Sessions & Presenter Support
- Run-of-Show, Stage & Show Management
- Technology Procurement & Vendor Contracts
- Multimillion-Dollar Budgets & Forecasting
- Team Leadership & Cross-Functional Delivery
- Attendee Operations & Privacy Coordination
- Onsite Crisis Response
- Spanish Fluency

Professional Experience

Senior Event Producer – FIFA World Cup 2026™ Fan Festival | Bank of America

Octagon

May 2026 – Jul 2026 · Contract

- Led Bank of America's operations at the FIFA Fan Festival™ Miami during the FIFA World Cup 2026™, deploying 50+ staff daily and supporting crowds of up to 40,000 attendees.
- Ran the viral BofA Fan Band™ activation—part of a national program distributing 2M+ bands and 10M+ beads across all 11 U.S. host cities—owning high-volume guest flow, inventory, vendors, staffing, and real-time onsite execution.

Senior Event Producer

Team Enterprises (Citadel, Adobe, Code and Theory)

Apr 2025 – May 2026 · Contract

- Led senior production for Citadel-related ICLR / ICML AI conferences, Adobe Summit, and major financial / technology programs.
- Owned technical production, AV, staging, show flow, speaker schedules, session agendas, rehearsals, and presenter support.
- Oversaw registration, event apps, RFID / digital badging, check-in, and attendee data integrations.
- Led event technology teams, vendor contracts, multimillion-dollar budgets, and automation / AI workflows.

Technology Event Producer & Roadshow

4XOR IT Consultancy

- Produced and supported technology-driven roadshows, investor events, and startup activations for an IT consultancy specializing in advanced computing.
- Coordinated AV, networking, equipment, and demo requirements to ensure technical readiness and smooth execution.
- Collaborated with engineering and IT teams to translate complex technical needs into functional event environments.
- Supported run-of-show, presenter flow, and onsite troubleshooting for compute-heavy and interactive software demonstrations.
- Strengthened technical credibility by bridging communication between engineers, vendors, and production stakeholders.

Senior Event Producer – National & Global Events

Independent & Agency Contracts

Mar 2009 – 2025

Key brands & partners: Radio Disney, Jim Henson, VietJet Airlines, AMC, 4XOR, Doodle for Google, Cirque du Soleil, HBO, and major tech/CPG partners

- Contributed to a career portfolio of 1,500+ tech, experiential, aviation, automotive, festival, and mobile tour events.
- Delivered partner activations at CES, Dreamforce, NPE, NAFEM, PTXPO, Aviation Festival Americas, and NBAA-BACE.
- Led run-of-show, stage management, technical rehearsals, cue calling, and crew oversight (IATSE & non-union).
- Managed regional execution for Doodle for Google events, supporting brand standards, run-of-show, and guest experience delivery.
- Produced luxury automotive showcases, motorsports activations, premium demos, and multi-market mobile tours.
- Supported major festivals and sports events including EDC, Sundance, Balloon Fiesta, NFL Super Bowl, NHL, MLS, and PGA.

- Executed film/TV publicity activations (Breaking Bad, Maze Runner, Comic-Con, TLC) and influencer experiential events.

Head of Production
Running Films (UK)
2022 – 2025

- Managed large-scale film, documentary, animation, and branded content productions for major studios.
- Oversaw budgets up to $17M, end-to-end logistics, scheduling, permitting, travel, and vendor coordination.
- Directed union and non-union crews across production, camera, G&E, art, and post teams.
- Produced an NFL documentary and studio promotional content with AV, scenic, and technical integration.
- Led talent support, location management, safety compliance, and on-set operations for high-profile shoots.

Event Producer
OutLoud Marketing
2016 – 2018

- Served as Lead Event Producer for nationwide experiential campaigns for Cirque du Soleil, GQ, VietJet, Progressive, Root Insurance, and emerging tech brands.
- Produced PR/influencer activations, pop-ups, trade show experiences, mobile tours, concerts, and tech-forward consumer engagements.
- Led crew hiring, technical production, vendor management, scenic execution, and multi-market scheduling.
- Managed client communication, creative execution, staffing, logistics planning, and budget oversight.

National Tour & Event Manager
GMR, Mosaic, BlueFlame, National Street Teams, Eventlink, Gail & Rice, Fisher Investments, IMG Live
2009 – 2025

- Directed national tours and multi-market activations for DirecTV (IMG Live), Jim Henson Live, H&R Block, Konami College Tour, AARP Roadshows, Adidas/Reebok, Electrify America, Mercedes, Subaru, FCA, and additional national programs.
- Trained 5,000+ brand representatives and coordinated AV, staging, routing, logistics, merchandise, and on-site engagement operations.
- Increased DirecTV program sales by 400% through experiential redesign and strategic activation enhancements.

Marketing Director
Cape Fear Beer & Wine Festival
2008 – 2018

- Produced an annual festival featuring 75+ breweries, hundreds of vendors, live music stages, and major experiential partners.
- Managed full festival operations including sponsorships, staffing, ticketing flow, safety, permitting, and logistics for 5,000+ attendees.

Film & TV Production Experience (Selected Highlights)

Production Supervisor, Production Manager & Line Producer
Disney • Marvel • Lionsgate • Netflix • Apple TV+ • Paramount • AMC • Universal • Amazon Studios

- Served in senior production roles supporting multimillion-dollar studio projects and supervising large IATSE crews across grip, electric, camera, art/scenic, and production departments.
- Managed complex logistics including scheduling, call sheets, permitting, vendor coordination, travel, compliance, and multi-department workflows.
- Produced press events, media days, Comic-Con activations, stunts, red carpets, and high-profile VIP experiences for major studio releases.
- Recognized for crisis management, rapid problem-solving, and seamless cross-department coordination—skills directly transferable to large-scale event production.

Selected Credits

Head of Production – Running Films UK (2022–2025)
Production Manager – Loki, Marvel / Disney+
Production Manager – We Have a Ghost, Netflix
Production Manager – The Valet, Lionsgate / Netflix
Production Manager – Black Lightning S4, Warner Bros.
Production Supervisor (started as POC) – Walking with Herb, Tier 2 Independent Feature
POC & Production Supervisor – Cliffs of Freedom, Tier 1 Independent Feature
POC – Villa Capri, Broadgreen Pictures (Tier 1)
APOC – Ideal Home, Laughing Cow Productions (Tier 2)
Producer – ABQ FM, FOX Segments
Zeeman & Friend – BBC Feature
Sneaker Freak – BBC Feature
Graves S2 – Lionsgate / EPIX Series
Shrine – Sony Feature
Outer Range S2 – Amazon Studios Series
Longboard – Apple TV+ Series
Undercover Brother 2 – Universal Feature
The Kill Point – Spike TV Series
Sicario – Alcon Entertainment Feature

Live Entertainment Tours

Jim Henson Live – National Tour
Radio Disney – National Tours (2008–2012)

Education

MBA Coursework – Business & Marketing, University of Pittsburgh · 2008
AFS Intercultural Programs – Bilingual Immersion Program, Chile (South America)