**Karen Robles**

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**Senior Event & Sponsorships Manager | AI &Tech Events | Strategic B2B Sales Leader**

**PROFESSIONAL SUMMARY**

Strategic and results-driven Senior Event & Sponsorships Manager with 10+ years of experience leading sponsorship sales, partner development, and event strategy across B2B trade shows and exhibitions. Proven ability to drive $1M+ in revenue through targeted outreach, deal negotiation, cross-functional collaboration, and tailored sponsorships. Recently led sales for ASD Market Week, a $25M CPG and business solutions/tech category trade show. Tech-savvy, adaptable, and energized by innovation, with a strong foundation in event sales and a keen interest in artificial intelligence (AI) and emerging technologies. *Open to relocation and onsite opportunities.*

Key Events: Adobe Summit, CES, VidCon, Technical Symposium on Computer Science Education (SIGSCE TS), Oracle at IoT Tech, WWDMAGIC, ASD Market Week, EmberConf, Interface AI and more.

**SELECTED ACHIEVEMENTS**

* **Adobe Summit 2019 (Freeman):** Led sponsorship sales, planning, and execution, delivering50+ customized activations and generating $500K+ in new business revenue.
* **Freeman:** Drove $1MM+ in new business for tech exhibitions and exceeded quarterly sales targets to $2MM across 50–60 annual B2B trade shows, tech and enterprise events.
* **ASD Market Week (Emerald X)**: Closed $100K+ in new sponsorship revenue within four months by leveraging tailored outreach, strategic pricing, and value-driven proposals.
* **WWDMAGIC Alternative:** Developed a new sponsorship model, increasing participation and sponsorship sales by 30% and driving $500K+ in revenue.

**PROFESSIONAL EXPERIENCE**

EMERALD X | Portland, OR | **Business Development Manager, Event Strategy & Sponsorships**

February 2024 to July 2025

* Managed sponsorship sales for ASD Market Week, a $25M B2B trade show. Closed high-value partners via outreach, prospecting, and value-driven proposals.
* Successfully scaled WhatNot’s presence from a 10x10 booth to an 800 sq. ft. branded experience, maximizing visibility and event ROI.
* Develop customized sponsorship packages and marketing solutions aligned with partner goals, driving $100K+ in new business.
* Drive CRM management, vendor relations, presentations, and on-site delivery for branded experiences, and on-site logistics to ensure flawless sponsor activations.

OREGON CONVENTION CENTER | Portland, OR| **Event Manager, Large-Scale B2B & Tech Events** March 2023 to February 2024

* Manage and produced event logistics, event programming, and sponsorships execution for tech and high-profile B2B/B2C events: EmberConf, Technical Symposium on Science Education (SIGCSE), and Interface AI.
* Design event floor plans in AutoCAD and managing budgets, and operations for events with up to 20K attendees and delivered post-event performance metrics.

FREEMAN | Las Vegas, NV | **Business Development Manager, Strategic Events**

January 2018 to July 2020

* Drive $1MM+ in annual revenue and exceeded Q4 targets by $2MM by closing 50+ custom sponsorships, including $500K at Adobe Summit 2019.
* Manage end-to-end sponsorship execution for CES, VidCon, and global tech events, overseeing booth strategy, vendor logistics, pricing, and on-site activations for Oracle, Samsung, Hulu, and more.
* Led full sales cycle, CRM tracking (PowerApps), contract negotiations, and cross-functional collaboration with Adobe teams to align GTM strategy, maximize sponsor value, and ensure flawless execution.

INFORMA (UBM)| Santa Monica, CA | **Sales Manager, B2B Events & Sponsorships**

April 2009 to September 2014

* Create $500K in new business revenue via WWDMAGIC Alternative program; boosted sponsorships by 30% and overall ROI by 40%.
* Led end-to-end operations including floor plan oversight, contract negotiation, and sponsor fulfillment for 400+ exhibitors and partnered with top brands including MTV/Viacom and Betsey Johnson to develop strategic activations.

ADDITIONAL EXPERIENCE CAMBIA HEALTH SOLUTIONS | Sales Specialist (2021 to 2022) COMCAST | Advertising Account Executive (2015 to 2016)

**CORE COMPETENCIES & TOOLS**

Sponsorship Sales | Sponsorship Strategy | AI & Tech Events | Strategic Sponsorships | Communication Skills| Cold Outreach | Deal Negotiation | Sales Enablement | Logistics | B2B Sales Strategy | CRM Tools (Salesforce, HubSpot, PowerApps) | Airtable | Microsoft Excel | Microsoft Suite | Bilingual – English & Spanish

**EDUCATION & CERTIFICATIONS**

* Marketing Associate’s Degree | Fashion Institute of Design & Merchandising
* Wharton, University of Pennsylvania Online| AI for Business Specialization Certification (August 2025)
* LinkedIn Learning| Cybersecurity for Sales Certification (July 2025)
* Cvent| Cvent Virtual Event Certification (2022)