

KATE GUDE

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HIGHLIGHTS

- Seasoned Event Planner with over two decades experience in San Francisco and the Greater Bay Area
- Vast experience planning and producing corporate, non-profit, and private client events from fifty to 10,000 attendees
- Robust marketing and sales experience, able to deliver results
- Strong organizational skills; proven ability to meet and exceed deadlines; ability to lead & manage a team; exceptional multi-tasker
- Worked within large non-profits and corporations, in addition to serving as an outside consultant for corporations, non-profits and individual clients
- Possess solid network of tried and true event vendor contacts, clients and donors to contact for any specific event
- Passion and enthusiasm for event planning, sales and marketing with boundless energy
- Excellent communicator and consensus-builder -- always bring the team together to meet the intended goal!

PROFESSIONAL EXPERIENCE

The Leadership Institute, San Francisco, CA Manager, Marketing, Member Services & Events 2013-2014

- Marketing management including new member recruitment and on-boarding; transition of Hardship and Inactive members to Active status
- Roundtable & events advance and backup management including site selection and contract negotiations for Roundtables and events; account management and expense tracking; Roundtable program development support
- Member service management (including but not limited to) CME Program, Webinar Series, Affinity Groups, CEO Teleconference Series
- General Office Management Support & Maintenance

Kate Gude Special Events, San Francisco, CA Consultation & Event Production 2006-2013

- Kontagent User Conference, Hyatt Embarcadero, San Francisco, CA -- Took from first ever to annual event, #200 attendees
- CPMC Wishes for Wellness Gala & Auction, Bimbo's Mile High Club—San Francisco, CA: \$500K net rev, #300 attendees
- Vino de May Gala & Auction, The Dugoni Pacific School of Dentistry—Ritz-Carlton SF: \$100K net rev, #300 attendees
- Philharmonia Baroque Orchestra, Gala & Auction, St. Regis Hotel—San Francisco, CA: \$200K net rev, #300 attendees
- Golden Gala & Auction, Oakland Museum of California: \$200K net revenue, #600 attendees
- United States Association for UNHCR “A Conversation About Refugees” featuring keynote author Khaled Hosseini, The St. Regis Hotel San Francisco, #25 attendees
- California Healthcare Institute (CHI), A Conversation with George Shultz--Stanford University, CA, #200 attendees
- Bay Area Discovery Museum, Playdate “An Evening by the Cove”: \$200K net rev, #300 attendees

World Wildlife Fund, San Francisco, CA Regional Director, Fundraising & Events Development 2005-2006

- Brought West Coast presence to WWF (Washington D.C. based organization)
- Created and managed WWF's West Coast Young Professional group (YPC), including donor events
- Raised funds from key donors and identified new potential donors for WWF

JMKG Events, San Francisco, CA Founder & Partner 2004-2005

- California Healthcare Institute (CHI), Corporate retreat The Ritz Carlton San Francisco & The Presidio Golf Course SF
- Norwest Venture Partners – Corporate Retreat-- Carmel Valley Ranch, CA
- Vino de Mayo Gala & Auction, University of the Pacific Dental School, The Four Seasons, San Francisco, CA
- California Parks Association, Gala fundraiser-- Hearst Castle, San Simeon, CA
- AFSF Youth + Awards Breakfast, youth awards recognition event at The Old Federal Reserve, #200 attendees
- Tibetan Aid Project 2004, Celebrity Chef Dinner & Auction featuring Gerald Hirigoyen, Laurent Manrique & Charles Phan, The Ritz-Carlton San Francisco, CA, \$100K net rev, #250 attendees

Kate Gude Special Events, San Francisco, CA	Founder	1999-2004
<ul style="list-style-type: none"> • Wild Fete 2003, featuring Michael Franti, Spearhead--Ferry Building SF for the World Wildlife Fund; #600 attendees • LCAV's Annual Reception and Dinner--Westin St. Francis Hotel in San Francisco, California, #300 attendees • The Commonwealth Club's Distinguished Citizen Award Dinner, featuring Congresswoman Nancy Pelosi --The Fairmont Hotel, San Francisco, California, #200 attendees • Wild Fete 2001, featuring The B52s, Susan Tedeschi and Drew Carey--Presidio SF for the World Wildlife Fund; #600 attendees • Zakin Family Baby Luau featuring The Beach Boys and Celebrity Chef Gary Danko, Private event for #500 guests • FCB Events – USPS National Postal Forum-- Nashville, TN • Sugar Bowl Millennium Party – Week-long events, Sugar Bowl Ski Resort-- Norden, CA, #300 attendees • Ellen Newman, 9/9/99 Luncheon, Top of the Mark Hopkins Hotel-- San Francisco, CA, #50 attendees • Jessica Parish & Stephen Galloway Wedding--- Oakland, CA, #200 attendees • Asian Art Museum Major Donor Dinner—San Francisco, CA, #400 attendees 		
Foote, Cone & Belding, FCB Events, San Francisco, CA	Freelance Producer	1999
<ul style="list-style-type: none"> • Levi's MAGIC retail tradeshow-- Las Vegas, NV • United States Postal Service “<i>Product Action Series</i>” national training seminars 		
San Francisco Symphony, San Francisco, CA	Special Events Producer	1996-1999
<ul style="list-style-type: none"> • Preliminary work on The Black & White Ball (1999): \$500K net rev, ~#12,000 attendees • Deck The Hall (1998) —San Francisco, CA: \$105K net, #3600 attendees • Opening Gala (1998)—San Francisco, CA: \$1M net revenue, #2700 attendees • Deck The Hall (1997)— San Francisco, CA: \$110K net revenue, #3800 attendees • Opening Gala (1997)—San Francisco, CA: \$700K net revenue, #2700 attendees • The Black & White Ball (1997), San Francisco Symphony—San Francisco, CA: \$500K net revenue, ~#10,000 attendees • Deck The Hall, Annual children's event, Louise M. Davies Hall (1996) —San Francisco, CA: \$90K net revenue, #3600 attendees 		
BDC Advisors, San Francisco, CA	Producer & Events Management	1997-1998
<ul style="list-style-type: none"> • Winterfest Corporate retreat—The Resort Squaw Creek, Squaw Valley, CA • Summerfest Corporate retreat-- Clearlake, Konocti, CA 		
Rita Barela Productions, San Francisco, CA	Producer	1996-1997
<ul style="list-style-type: none"> • Fleet Week Celebrations, San Francisco Waterfront • Herb Caen Day • Family Day for the Opening of the New Main Library • The American Conservatory Theater's “Galaxy on Geary” 		
The Leadership Institute, San Francisco, CA	Associate Director	1994-1996
<ul style="list-style-type: none"> • Developed agenda content for Roundtable programs and committees • Developed and coordinated national conferences tri-annually for members of The Leadership Institute • Directed market research, member recruitment and retainment, directed annual research project • Provided all member services for 27 member organization representing 19 states, 170 hospitals, 3000 employed physicians, one million capitated lives and numerous HMOs/PPOs • Produced and managed staff retreats for BDC Advisers, a continuing educational series and image enhancement for 25-member health care consulting firm 		
The Seattle Art Museum, Seattle, WA	Producer, Special Events	1993-1994
<ul style="list-style-type: none"> • Produced a Black & White Ball fund-raiser: \$100K net revenue, \$25K in-kind donations • Show-cased 15 unique performance groups in 6 entertainment venues with 30+ food and beverage vendors • Assisted in the production of the Re-Opening of the Seattle Asian Art Museum, Volunteer Park 		
Rita Barela Productions, San Francisco, CA	Assistant Producer	1991-1993
<ul style="list-style-type: none"> • The Black & White Ball, San Francisco Symphony fund-raiser • San Francisco Columbus Quincentenary • Groundbreaking Ceremonies. San Francisco Museum of Modern Art 		

EDUCATION

Occidental College, Los Angeles, California--Bachelor of Arts

- Major: English and Comparative Literary Studies
- Minor: French and Pre-Medical Curriculum Requirements

Universite Rennes Haute Bretagne II, Rennes, France-- junior year abroad program

Languages: English, French and Italian