

[ RESUME ] **EXECUTIVE PRODUCER**

# SARAH SELIGSON

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## SUMMARY

Executive Producer with 20+ years of experience leading culturally relevant, high-stakes brand experiences for global brands and agencies. Known for shaping experiential strategy, winning client trust, and owning complex productions from pitch through execution. Recognized for calm, decisive leadership in live, high-pressure environments — aligning creative, operations, and stakeholders to deliver seamless, high-impact experiences.

## Selected Global Clients & Brand Partners

AT&T · BBC Entertainment · Bethesda · DIAGEO · DIRECTV · HBO · IBM · WarnerMedia

## EXPERIENCE

### Super Dope Humans | Executive Producer / Founder (Freelance)

2021- Present

- Lead large-scale experiential programs with multi-million-dollar budgets and crews of up to 20+ onsite
- Own full production lifecycle — from pitch and experiential strategy through budgeting, creative oversight, vendor strategy, permitting, and on-site leadership
- Lead client relationships and pitch development, helping win and expand experiential programs across multiple markets and event formats
- Oversee complex, multi-vendor ecosystems and cross-functional teams across multi-day, multi-site productions
- Trusted senior partner known for calm, decisive leadership in fast-moving, live environments

### Best Events | Account Director + Executive Producer

2016 - 2021

- Served as senior account and production lead on large-scale, high-visibility experiential programs and live events
- Owned client relationships, project scope, and execution across multiple concurrent programs
- Led complex logistics, staffing, vendor strategy, and on-site execution for major brand activations
- Partnered with creative and account teams to maintain brand integrity while delivering operational excellence
- Recognized for leading multiple high-stakes workstreams while maintaining quality, timelines, and team alignment

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## EXPERIENCE CONTD.

### Just Cruzin Production Norway | Lead Event Producer

2012 - 2016

- Selected to lead client relationships in Norway, learning Norwegian to build trust, navigate local business culture, and strengthen cross-border collaboration
- Led RFP responses and client pitches, translating brand objectives into creative, executable event concepts and production plans
- Owned end-to-end production for B2B kick-offs, show premiere screenings and launch parties, national beverage launches, and large-scale mobile and sampling tours across multiple cities
- Managed international crews and vendors, adapting production approaches to local regulations, culture, and operational norms

## ADDITIONAL EXPERIENCE HIGHLIGHTS

DIRECTV | 2025 SXSW Sponsorship | Executive Producer

WarnerMedia | 2022 SXSW Sponsorship | Executive Producer

AT&T | Sundance Film Festival Sponsorship (2017–2020) | Executive Producer

AT&T | Toronto Film Festival Sponsorship (2017–2019) | Executive Producer

AT&T | Film Independent Spirit Awards Sponsorship (2018–2019) | Executive Producer

Bethesda Softworks | E3 Launch Party (2017–2019) | Executive Producer

## CORE COMPETENCIES

### Executive & Experiential Leadership

Experiential Strategy & Program Leadership • Client & Stakeholder Leadership • Pitch Development & Program Expansion • Creative Oversight & Concept Development • Multi-Event & Multi-Day Programming • Senior Team Leadership

### Production & Operations

Budget Oversight & Financial Management • Large-Scale Logistics & Site Operations • Vendor Sourcing & Ecosystem Management • AV & Technical Production Oversight • Show Calling & Live Event Leadership