

Corey A. Witmer

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AWARD-WINNING PRODUCER

Successful and passionate entrepreneur who has led live, virtual, and hybrid experiences with a diverse background cultivating entertainment, sports, and lifestyle brand events at agencies, non-profits, and start-ups. Known for empathy, communication, collaboration, and advanced problem solving.

Core competencies include:

B2B | B2C | Experiential | Livestream & Virtual Events | Technical Production | Ideation | Budgeting
Collaborative | Adaptable | Organized | Detail-Oriented | Bias For Action | Entrepreneurial

EXPERIENCE

Momentum Worldwide

September 2023 – Present

Senior Producer

Leading and supporting production on multiple projects for American Express, Microsoft, and Max Mara.

- American Express Member Week Mobile Box Office: Led production and logistics on reward experience for cardholders at Grand Central Station.
- Microsoft AI Tour: Led development and execution of production and operations for 2024 U.S. tech conference series events in New York and San Francisco, which included building the budget and scope, crafting workback timelines, staffing teams, researching and contracting venues, leading experience design, and vendor management.

VMLY&R

January 2021 – September 2023

Senior Producer

Led integrated production on dozens of branded content projects for usage on digital, social, TV, and radio for clients like Walmart, lululemon, Pizza Hut, Vuse, and Mohegan Sun. Responsibilities included content development, talent management, and business affairs.

Corey Witmer, LLC

August 2015 – December 2020

Senior Event Producer & Consultant

Freelance producer and consultant contracted to scope and lead experiential, B2C, and B2B projects.

- American Express: Senior Producer, Justin Timberlake virtual party experiences that resulted in 2.4 billion potential social media impressions (Momentum Worldwide).
- Google: Producer of Premier Partner Awards annual conference and black-tie gala; and led account and production of App Immersion Day conference (SET Creative).
- Netflix: Senior Account Director on *Orange is the New Black* parade float and livestream resulting in 3.5 million live views (Allied Experiential).
- Samsung: Front of House Producer and key client liaison for Unpacked livestream launch event overseeing off-stage operations, including green rooms, security, and guest experience (INVNT).
- IBM: Producer on award-winning livestream *Think Today*; led Showflo & logistics for 27 shows, handling over 50 on-air C-Suite guests and two remote ENG teams (Drury Design).
- MassMutual: Integrated Producer, Adopt a Runner digital campaign (Johannes Leonardo).
- Edge: Producer of opening activations, including media event with aerial and musical performances, multiple mall lobby installations, and consumer promotion food truck and street team (Mirrorball).
- Instagram: Production lead on activation at top YouTube star pop-up store (On Board Experiential).
- Facebook: Co-producer of Creative Shop activation at Create & Cultivate small business summit, managing fabrication, décor, premium and A/V elements (On Board Experiential).

**SoHo Experiential
Production Director**

December 2014 – August 2015

Developed, implemented, and supervised all integrated production-related activities for clients such as The Macallan, Louis XIII, NBCUniversal, and The Economist; primary cross-functional liaison.

- Managed all vendor relationships for production and creative services, from initial project scoping and RFP to weekly check-ins and on-site logistics.

New York Road Runners

March 2008 – December 2014

Senior Manager, Event Production & Entertainment

Head of department, oversaw all aspects of production, experiential elements, and brand activations; ensuring appropriate planning across cross-functional team.

- Supervisor with ultimate accountability for production principles and protocol; including rentals, electric, entertainment.
- Production lead on premier events, included TCS NYC Marathon, Brooklyn Half, and NYC Half.
- Lead Producer on Marathon Opening Ceremony Presented by United Airlines ESPN/ABC livestream.

MKTG INC

March 2005 – March 2008

Production Manager

Spearheaded development and activation of all Nike Running programs in the Northeast, including all logistics for regional mobile tour, sponsorship of Central Park Track Club, premier training runs, and pro athlete appearances.

- Operations Manager of Runners Station, managing creative, finance, staffing, inventory, and cultivating park partnership.

EDUCATION

Bachelor of Science: Electronic Media & Film, Minor in Theatre Arts - Towson University

SKILLS AND CERTIFICATIONS

Google Drive | Zoom | Microsoft Teams | Google Meet
WHO Mass Gatherings | FEMA N.I.M.S. | ESA Event Safety

INDUSTRY AWARDS

- Path to Purchase Institute Omnishopper Awards
 - Best Integrated Path to Purchase Activation, and Best Social Media Activation (Walmart Box Tops for Education with LeBron James)
- Event Marketer Experience Design & Technology Awards
 - Best Integrated + Live Campaign (IBM Think Today)
 - Best Combination of Event Technologies, B2C (Netflix Orange Is The New Black)
 - Best Overall B2B Environment, Best Stage Experience (Samsung Unpacked)
- Event Marketer Ex Awards
 - People's Choice Award, Best Buzz Marketing/Influencer Program (Netflix Luke's Coffee)
 - Best Proprietary Property (Budweiser Noche de Pasion)
- BizBash Event Style Award
 - Best Press Event (EDGE New York for Mirrorball)
 - Best Use of Video at an Event (IBM Think Today)
- Clio Music Award
 - Best Event Design, Music Marketing (AMEX + Justin Timberlake Man of the Woods)
- Sports Business Journal Awards
 - Sports Event of the Year (New York City Marathon)