



Joe Troedson

EVENT LEADERSHIP
P2P CONNECTION STRATEGIST
"Family > Self > Everything Else"

♥ Purpose, Passion and Promise

Joe helps organisations to fully engage with the 'human beings' they want to connect with. It is his greatest ambition to evolve how businesses interface with their customers - through Person2Person (P2P) interactions.

Raising expectations of the way businesses connect, is Joe's passion, reworking B2B2C to upgrade to more authentic personal interactions, because the nature of business has become personal.

Joe seeks more out of events; to determine what is and isn't working - what really matters to customers, rather than mass communication. With much more meaningful customer interactions, through driving P2P connections, better value propositions can be offered, generating not just personal loyalty but advocacy too.

⚙️ Personal Brand

An imaginative and experienced Head of Events with strong client, corporate and agency credentials. Joe has successfully created, led and executed strategically relevant, live events across the UK and globally.

As a determined realist, Joe supports a more immediate, personal and genuine message. He takes time to evaluate and understand the motives and the brief behind the brief; to truly represent the business, its stakeholders and their customers. "Joe's ability to take strategic business objectives and manifest them physically, is second to none." (Oracle Director)

Modern day communications are usually a very fast 2-way digital interaction, so measuring genuine interest, consumption and feedback is critical, where time spent together physically is rare. An advocate for the audience, Joe believes there is further untapped potential value in human connectivity.

🌐 World at Vocation

A great joy is witnessing carefully laid plans around detailed concepts being strategically implemented and creatively realised as a Team. Even better is licence to evolve and contribute within a personality and growth culture, influencing expectations with a healthy dose of common sense and humour.

💡 Leadership Style

Joe is a social collaborator. He takes the time to support, motivate and energise others. He creates a sense of harmony as he integrates everyone in his team, building empathy and trust. Being gifted with numbers, he is always aware of cost-to-benefit ratios, allowing for deliberate leadership decisions to be practically implemented, in a timely fashion – he really does make it happen.

⚙️ Myers Briggs

TYPE: The Consul
CODE: ESFJ-A
ROLE: Sentinel
STRATEGY: People Mastery

🎯 Gallup Clifton Strengths

Developer | Belief | Relator
Analytical | Discipline

💡 What Inspires Me

- Identifying and then delivering those 'light bulb' moments which truly illuminate personal connections.
- Shifting the needle of expectation in the way that business connects with people at, and around a live event.
- Roger – the most unbelievably supportive, non-judgemental and decent Dad!



Key Skills & Multiple Intelligences

Proven People2People (P2P) team leader - strong emotional intelligence and inter/intrapersonal skills - encouraging inclusive stakeholder management. Joe's visual, verbal, logical and mathematical multi-intelligences, inspire great teamwork to deliver on objectives.

Joe provides precision-focused organisation, aided by his unique solutions-based experience and foresight, supporting his inherent responsibility for people and multi-million £/\$ budgets.

Professional Credentials

Technology: Google / Microsoft / Oracle / Sony

FMCG: AB InBev - Stella Artois / BAT / PepsiCo / Phillip Morris Int / UPS

MarComms: 1920 Worldwide / Freeman XP / McCann UK / Momentum Worldwide

Sport: Harlequins / London 2012 / Rugby World Cup / The Open Golf Championship

Prof. Services: American Express / Capita PLC / Gallagher Insurance

Career Highlights

Business: Events Director - Momentum Worldwide (IPG) (2010-15)

Delivery of The Corporate Events function - from inception to event hub for EMEA – 5 direct reports responsible for significant Client roster growth - winning and delivering net-new briefs from Microsoft, Sony, Google, UPS & AB InBev; all were re-scoped for further activation due to success.

Execution: Olympic Programme Director - UPS London (2010-12)

Conception, creation to delivery, of a multi-layer, 4-week B2B & B2E Olympic engagement programme - hospitality, conferencing and experiential for 2500+ guests. Leading a 100+ delivery team, awarded: 'Best use of a London 2012 Olympic Partnership' Hollis Sponsorship Award.

Voluntary: Consult-Diversity/Inclusion, LOCOG - London 2012 (2008-10)

Joe managed the successful compilation and submission of The Equality Standard for Sport, a framework to encourage sports organisations to widen access and reduce inequalities in sport from under-represented individuals, groups and communities.

Growth: Director, Rugby World Cup - Sodexo Prestige Ltd (2005-2008)

Creation of The Prestige Experience (experiential hospitality) model. Growth from 'contract zero' to an activation team of five, a great success. ROI 190% sales revenue, 40+ net-new clients - entertained 2000+ guests.

Engage With

Joe Troedson | joe.troedson@gmail.com | +44 7956 834 098

www.linkedin.com/in/joe-troedson2019

14 River Reach, Teddington, Middlesex, TW11 9QL

Top 6 Values

Family | Integrity | Excellence
Loyalty | Reputation | Ethical Practice

Future Memory

- Recognition for building exceptional experiences, through great work.
- Creating access opportunities for children to participate in youth education. Working with local councils/sporting bodies to set up a self-funding project.
- Being a supportive Dad to my kids as my father has been to me.

World at Home

- Married to Julide, father of Noa (8) and Theo (6) who give me an excuse to play!
- Reading and volunteer projects at my children's school.
- Coaching Teddington Rugby Club under 6's in the wind and the rain.

Three for Me

- To leave a footprint – a legacy.
- Family fun in a 1970's VW camper van.
- Strategic lead on global events programme for a FTSE 100 company.

