



Shauna Wu

GLOBAL PARTNERSHIPS,
SPONSORSHIPS & EVENT
MARKETING LEADER



Seattle, WA



shaunagwu@gmail.com



www.shaunawu.com



[https://www.linkedin.com/
in/shaunawu/](https://www.linkedin.com/in/shaunawu/)

ABOUT ME

I am a positive, energetic, forward-thinking, creative, and highly detailed-oriented marketer. At my best I am decisive, action oriented and communicative in my approach. I am fueled by motivating people around me and find joy in leading people centric activities. With an above average resilience to change I adapt well to fresh and stimulating activities, with the ability to thrive in fast paced ambiguous environments. I have a strong track record for solving complex problems managing across many teams while driving business results. I'm constantly measuring success, I value innovation and high performance teamwork.

PROFESSIONAL EXPERIENCE

FOUNDER & PRINCIPAL

The Shauna Wu Project LLC

January 2025-Present

- Founded a consulting firm specializing in motorsport marketing, partnership marketing, brand marketing, event marketing, and sponsorships, leveraging over two decades of experience in building high-impact marketing strategies.
- Partnering with motorsport organizations, global brands, and high-growth companies to develop and execute innovative sponsorship, brand activation, and go-to-market strategies that drive measurable business outcomes.
- Delivering executive-level consulting to help brands navigate the intersection of sports, entertainment, and experiential marketing—crafting bespoke solutions that enhance brand equity and audience engagement.
- Leading cross-functional teams and collaborating with C-level executives, marketing leaders, and stakeholders to bring bold, ambitious ideas to life through integrated marketing campaigns, premium event experiences, and strategic partnerships.
- Driving revenue growth and brand visibility through data-driven decision-making, creative storytelling, and flawless execution of high-profile activations.
- Establishing a culture of innovation, collaboration, and excellence, ensuring that every engagement reflects the firm's commitment to strategic vision, creativity, and high-performance execution.

GLOBAL DIRECTOR OF SPONSORSHIPS & BRAND ACTIVATIONS

Smartsheet

March 2021 - May 2024

- Architected Smartsheet's global sponsorship and brand activation strategy, launching partnerships with McLaren F1, Seattle Kraken, Climate Pledge Arena, and Special Olympics International.
- Led a 40-person cross-functional team, aligning sales, marketing, product, and executive leadership to integrate sponsorships into go-to-market initiatives.
- Drove \$14M in pipeline ARR through hospitality and sponsorship activations, delivering measurable impact on revenue and brand affinity.
- Designed and implemented integrated marketing campaigns that aligned brand sponsorships with business objectives—leveraging content, digital, experiential, and executive engagement to amplify reach and impact.
- Built Smartsheet's Climate Pledge Arena Suite Program, achieving the highest partner utilization rate (88%) and top attendee ratings (4.9/5 overall experience).
- Managed an \$11M sponsorship and event marketing budget, collaborating with FP&A leadership to optimize investments and maximize ROI.
- Spearheaded SponsorX, a global initiative that brought together brands, nonprofits, and athletes to drive social impact through sports partnerships.

STRETCH PROJECTS

- Inaugural member of the Global DEI Steering Committee 2021-2022 and 2022-current
- DEI in Marketing Committee Chair
- Blog author - <https://www.smartsheet.com/content-center/best-practices/tips-tricks/everything-you-need-know-about-planning-trade-show>
- Product development for event marketing accelerator, drove \$1M in sales
- Member of OKR teams, 2019-2021
- TIME Magazine "Woman of the Year" award in partnership with Smartsheet

SPECIALTIES

- Partner management
- Sponsorship management
- Event marketing strategy
- Stakeholder management
- Executive engagement
- Creative & content
- Communications

HOBBIES

- Professional jazz musician
- Motorcyclist
- Ducati enthusiast
- Surfer & Paddle boarder
- F1 and MotoGP enthusiast
- Camping

PROFESSIONAL EXPERIENCE

GLOBAL SR. EVENT MARKETING MANAGER

Smartsheet

April 2017-March 2021

- Built and scaled Smartsheet's corporate events strategy, leading the charge on customer conferences, sponsored activations, and executive engagement programs.
- Expanded Smartsheet's annual customer conference from 1,000 to 5,000 attendees, increasing account attendance by 2x in ARR and growing sponsorship revenue through strategic partner engagement.
- Drove integrated marketing strategies that combined content, demand generation, experiential activations, and digital engagement to enhance the customer journey.
- Led cross-functional alignment across sales, product, and marketing to ensure event programs delivered on brand positioning and revenue goals.
- Developed and launched Smartsheet's Executive Briefing Center, facilitating 150+ high-touch executive engagements annually.
- Led sponsorship activations at top-tier industry events (Gartner, Google, Microsoft, Salesforce, Slack) and built an Analyst Relations event strategy that strengthened Smartsheet's position in the market.

SR. EVENT PROJECT MANAGER

October 2013 - April 2017

Microsoft

- Led the Windows 10 12-City Roadshow, driving enterprise adoption and partner engagement through a high-touch, multi-market experience. Owned strategy, execution, and stakeholder alignment across marketing, sales, and product teams.
- Managed a Tier 1 National Event Portfolio, including Microsoft Ignite, TechEd, Worldwide Partner Conference, CIO Summits, and Strategic Architect Forum, shaping Microsoft's enterprise engagement strategy.
- Directed a 40-person cross-functional team, ensuring seamless collaboration across product marketing, sales, creative agencies, and executive leadership to drive impact at scale.
- Developed and executed integrated marketing strategies, aligning events with content, demand generation, and digital amplification to maximize engagement and ROI.
- Designed high-touch executive engagement programs, connecting Microsoft leadership with key enterprise customers and partners to accelerate pipeline and deepen relationships.
- Optimized multimillion-dollar budgets, negotiating vendor contracts and driving cost-efficient, high-impact activations.
- Championed customer journey mapping, enhancing pre-, onsite, and post-event engagement to improve lead nurturing and customer retention.