STEVEN KILLIAN

HEADLAND CUSTOMER EXPERIENCE

CONTRACTOR PORTFOLIO FOR BW EVENTS TECH · PORTLAND, OR

headlandcx.com
Steven@headlandcx.com
971.271.3079
linkedin.com/in/stevenkylewentworth
Available for contract engagements

I build the part of the event people remember: **the journey.** Registration that does not stall, check-in that feels effortless, answers before attendees ask. Fifteen years in high-touch service and digital operations, most recently running client services for LVMH and Prada, now building custom event experiences end to end.

HOW I PLUG INTO BW

BW is the team clients trust to run the event. I make that work feel as good as it runs. You bring the platform and the plan, I bring the attendee journey - registration that flows, check-in that stays calm, answers before anyone asks. **I can help your team dream it up, too - and then build the piece that brings it to life** - a custom hub on the client's domain, an attendee concierge, a live ops view, or the integration that keeps follow-up moving. Platforms: deep across Genesys PureCloud, Salesforce, Microsoft Dynamics, and custom Microsoft 365 tools. Quick to ramp on Cvent, Swoogo, Zuddl, or your client's stack. Client-facing or white-label, as needed.

WHAT I BUILD - BEYOND THE WEBSITE

- **Custom web apps on your client's domain** - registration flows, attendee hubs, sponsor pages. No App Store, no download friction.
- **Attendee help that finds answers fast** - schedule, wayfinding, service questions, with a clean handoff to a human.
- **Service and commerce layers** - menus, food and beverage ordering, service requests.
- **Onsite experience systems** - check-in, badge printing, session scanning, access control, live troubleshooting.
- **Integrations and data** - event platforms connected to CRM and marketing so follow-up happens.

TRACK RECORD

8+	13	5+
YEARS CX LEADERSHIP	MAISONS & HOUSES	PLATFORMS

- **LVMH Beauty, North America** - Vendor Manager, Client Services. Daily operations across five Maisons on Genesys PureCloud, Salesforce Service Cloud and Commerce Cloud; built the program from zero with the COO and VP of Transformation.
- **Prada Group, Americas** - Senior Manager, eCommerce & Client Services. Built the in-house team from the ground up on Microsoft Dynamics, with proprietary tools including custom Microsoft 365 solutions I helped build; Americas became its top-performing service market.
- **Inktel** - Director, Luxury BD & CX. Built a CX strategy practice generating $30M+ annually; technology agnostic across client platforms, bringing LVMH houses into BPO operations.
- **Agency years (Portland)** - web and digital project leadership for Nike, Intel, T-Mobile, KEEN, Microsoft, and Expedia.

MAISONS & BRANDS Givenchy Beauty · Guerlain · Maison Francis Kurkdjian · Fresh · Benefit · Prada · Miu Miu · Car Shoe · Marchesi 1824 · Kendo · Fenty Beauty · KVD Beauty · Moet Hennessy · Nike · Intel · T-Mobile · KEEN · Microsoft · Expedia

FORWARD-LOOKING CONCEPTS - NOT PAST CLIENT WORK

WHAT I WOULD BUILD NEXT WITH BW

Buildable on the stacks BW already deploys:

- **AI attendee concierge** - a personal guide on the event domain or QR code: schedule, wayfinding, food, session changes, warm handoff to a human with full context. No app download.
- **Live pulse dashboard** - check-in pace, room fill, help requests, and sentiment in one view, alerting before lines form or rooms overflow.
- **Speaker and sponsor concierge** - one portal for speaker travel, slides, AV checks; sponsor meeting booking, asset vault, and same-day lead follow-up synced to CRM.
- **Post-event momentum page** - a personalized recap: sessions, contacts, content to revisit, and one clear next step instead of a generic thank-you.

HOW I THINK ABOUT THE ATTENDEE PATHWAY

Most event tech fails in the seams: a confusing confirmation email, a badge line that backs up, a session change nobody hears about. I map the **entire pathway** - invite, register, arrive, attend, connect, follow up - and set a service standard for each step first.

- What should feel instant? What should feel personal?
- Where will people get stuck, and who rescues them?

That CX lens is the difference between a configured platform and an event clients rebook. I find friction fast and stay calm live.

Engagements: project-based or repeat contractor. Event builds, onsite operations, or full journey design - remote, onsite when needed.

Resume attached separately. Happy to walk through the thinking live.

Let's talk about your next event.
Steven@headlandcx.com