

Heather Merritt (*Rolette*)

Senior Event & Experience Leader | Internal & External Programs | Enterprise Tech

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PROFESSIONAL SUMMARY

Senior Event & Experience leader with 15+ years designing and executing high-impact internal and external programs at enterprise scale — Sales Incentive trips, global conferences, executive summits, SKO, tradeshows, and partner programs across Americas, EMEA, and APAC. Known for end-to-end ownership: from strategic concept and C-suite alignment through venue sourcing, vendor negotiation, live production, and post-event measurement. Consistently recognized for creating **world-class attendee experiences**. Equally fluent in the business side: cross-functional stakeholder alignment, pipeline build, scalable process design, \$25M+ budget management, and the operational discipline that makes complex programs look effortless.

CORE COMPETENCIES

- Internal Event Strategy and Execution
- External Conferences and Tradeshows
- Sales Incentive and President's Club Programs
- Executive and C-Suite Experiences
- Venue Sourcing and Contract Negotiation
- Vendor and Production Management
- Cross-Functional Stakeholder Alignment
- Budget Management and Reconciliation
- Attendee Experience Design and Content
- Event Technology and Data Systems
- Team Leadership and Mentoring
- Process Design and Scalable Playbooks

PROFESSIONAL EXPERIENCE

Workday

2021 – 2026

Principal Program Manager, Revenue Operations — Event Strategy, Demand Integration & Sales Enablement

Led the demand and experience strategic programs for Workday's flagship conference and field events — designing the end-to-end attendee journey, sales engagement architecture, and post-event follow-up processes that turned event investment into measurable business outcomes.

- **Flagship Events | Owned the demand and experience strategy and execution for Workday Rising**, the company's 23,000 registrant large-scale global event — designing integrated attendee journeys, sales engagement frameworks, and scalable marketing, sales, and SDR follow-up rhythms that engaged 96% of 5,150 key accounts within 15 days and influenced \$140M in pipeline - earning recognition from SVP Global Field Marketing as "game-changing for Workday."
- **Enablement | Produced and delivered sales enablement and training sessions for audiences of 10 to 500**, including a 6-month communications cadence — recognized by senior leadership as "easily the most effective we've had to date" and a blueprint for converting event engagement into pipeline.
- **Process & Systems | Built scalable, repeatable event operations frameworks** — integrating Rainfocus, Vivastream, Salesforce, and Marketo into a unified data and follow-up architecture, replicated across NA and EMEA Rising programs.
- **Innovation | Founded and facilitated the global Demand Squad**, a 200+ person cross-functional test-and-learn program activating 300 agile innovation sprints and GTM experiments that transformed sales and marketing operations.
- **Recognition | Earned Outstanding Contributor Award – Profitability** (Dec 2025, less than 1% of 20,000 personnel), plus five team awards recognizing execution excellence, cross-functional leadership, and innovation between 2023–2025.

i4D Event Services for Hewlett Packard Enterprise (HPE)

2011 – 2021

Senior Director, Events — HPE Account

Led full-portfolio event strategy and end-to-end operations for Hewlett Packard Enterprise globally — owning internal and external programs from strategic concept through onsite execution and post-event measurement.

- **Portfolio Breadth | Designed and executed the full HPE event portfolio:** Fortune 100 Executive Experiences, global President's Club Incentive trips (including New Zealand, Hawaii, Mexico), 2,000-attendee Sales Kick-offs, Partner Sponsorship programs for 20,000-attendee conferences, and Regional Events across Americas, EMEA, and APAC.
- **Attendee Experience | Created world-class attendee experiences** consistently recognized by participants — managing every detail from communications, content, destination and venue sourcing, entertainment, gifting, hotel operations, and travel to onsite staffing, live production, and personalized family programming.
- **Partner Programs | Built and scaled \$9M+ partner sponsorship programs** across 100 partners for HPE Sales Kick-off and global conferences — managing joint content, sponsorship execution, exclusive experiences, and field activation.
- **Budget & Operations | Managed \$25M annual event budget** with rigorous discipline — reducing operational costs by \$1M+ through process optimization while maintaining quality standards that defined HPE reputation.
- **Team & Vendors | Led a four-person direct report team and managed a large global vendor ecosystem** spanning production, technology, travel, creative, brand, legal, procurement, and venue partners — coordinating all workstreams into seamless, on-time delivery.

SAP

1996 – 2010

Manager, Global Events & Field Marketing Programs · Promoted from Marketing Specialist

Owned a broad, matrixed portfolio of internal and external event programs at one of the world's largest enterprise software companies — with scope subsequently distributed across multiple roles upon departure.

- **Sales Incentive | Led exclusive Sales Incentive program for 3,500 top performers, executives, and families** featuring Tier 1 speakers, concerts, and hundreds of personalized activities — managing end-to-end logistics, stakeholder communications, and attendee experience design.
- **C-suite events | Managed Tier 1 Leadership Summits for Fortune 100 executives**, building the C-suite engagement and customer commitment that supported enterprise sales cycles.
- **Conference scale | Secured \$8M+ in partner sponsorship revenue — an increase of 37% YOY — for SAPPHIRE with 8,000 attendees;** managed sales, partner content, co-marketing, and sponsor experience design.

EARLIER CAREER

Naval War College — Event Manager, Officers' Club

MBNA America — Advertising Account Executive Associate and competitive Management Development Program participant

EDUCATION

Bachelor of Science, Mass Communications, Magna Cum Laude | Towson University

TECHNICAL SKILLS & PLATFORMS

Event & Experience Platforms: Rainfocus, Vivastream, WebEvents Global, Regi.ai, Vidyad, Consensus

GTM & CRM: Salesforce, Marketo, Clari, Outreach, Tableau, Sigma

Project & Productivity: Asana, Smartsheet, Microsoft 365, Google Suite, Miro, Slack, Zoom

AI Tools: Google Gemini, NotebookLM Plus, Sana, ChatGPT, Claude

VOLUNTEER & COMMUNITY

High School Music Parents Association Volunteer | Marching Band Volunteer | Sportsmen's Club Volunteer