CHRISTOPHER BANNON

CONTACT

917-613-9291

USA, New York

c.bannon711@gmail.com

https://www.linkedin.com/in/cbannon711/

EXECUTIVE SKILLS

- Experiential Activations & Builds
- Large-Scale Live Event Production
- Creative Set Design & Fabrication
- Multi-Agency & Government Liaison
- Strategic Planning & Executive Oversight
- Broadcast & Live Stream Integration
- Efficient Process Creation & Training
- Productivity Improvement
- Cost Reduction & Budget Accuracy
- Visual Production & Effects
- Pitching to Clients & Stakeholders
- Permitting, Public Safety & Regulatory Compliance
- Vendor Relationship Management
- Skilled Negotiator; Contracts/RFP
- Talent & Celebrity Coordination
- Union Labor Management & Compliance Understanding
- Strong Ability to Multi-Task
- Budget Management & Cost Control ($15MM+)
- Cool Head in High-Pressure Environments
- Deadline-Driven & Results-Focused
- Fostering a Positive, Stress-Free Culture

PROFILE

Established senior leader in corporate events, experiential marketing and live production, with extensive experience delivering high-profile events and integrated experiences for global brands across media, entertainment, retail and lifestyle. Proven track record leading cross-functional teams, managing complex programs and stakeholder relationships and taking initiatives from strategy and concept through execution. Experienced at the intersection of executive leadership, creative development, production and operations, delivering high-impact experiences at scale.

PROFESSIONAL EXPERIENCE

HEAD OF PRODUCTION

Verb. Brand Experience Agency (Apr 2022 - Oct 2025)

Managed full production lifecycle for 60+ world-class brand activations and immersive experiences, including custom set builds, for leading global clients including product launches, keynotes, corporate summits, cultural stunts and influencer-driven engagements. Accountable for managing complex budgets ($500k - $15M) and aggressive timelines while maintaining creative integrity.

- Directed production and execution of Airbnb's Cannes Lions–winning ICONS campaign, generating 1B+ social impressions, 96% positive sentiment, and 45K+ media stories. Positioning Airbnb as a global leader in exclusive, culturally relevant travel experiences through headline-driving activations
- Led RFP strategy, overseeing feasibility, budgeting and timelines—directly supporting pitches that secured over $7M in new business
- Negotiated contracts and managed procurement with design, fabrication and technical vendors, achieving 20% cost reductions while maintaining top quality standards and establishing long-term partnerships
- Expanded the freelancer network by recruiting and onboarding diverse producers across experience levels, fostering team growth and scalability

VICE PRESIDENT, PRODUCTION & STUDIO OPERATIONS

Macy's Branded Entertainment (Mar 2010 - Feb 2022)

Led production and operations for marquee events including the Macy's Thanksgiving Day Parade, 4th of July Fireworks, annual Flower Shows, Santaland holiday exhibits and in-store activations—executing 10+ high-profile events annually. Collaborate closely with internal teams and external stakeholders to align on strategy, streamline operations and implement best practices.

- Realized savings of ~ $50k on Thanksgiving Day Parade/4th of July fireworks event leveraging city-agency relationships as trusted Mayor's Office of Citywide Event Coordination and Management (CECM), New York Police Department (NYPD), Department of Buildings (DOB) and Department of Traffic (DOT) liaison
- Fueled $100k+ per project savings piloting process to develop and build parade balloons in-house vs outsourcing, reducing production timelines by two months. Anticipated $20k+ savings for 2022 absorbing engineering in-house
- Ensure seamless event flow governing full life cycle of sponsored parade elements, directing the production shop, identifying through Research & Development (R&D) material innovation, new state-of-the-art machinery and tools

TECHNICAL

- Airtable
- Asana
- Eventbrite
- Google Workspace
- Microsoft Office Suite
- PC & Mac user
- Slack
- Zkipster
- Zoom

NOTABLE PROJECTS

- Thanksgiving Day Parade
- 4th of July Fireworks (NBC)
- Holiday Exhibits
- Cannes Lions
- Vanity Fair Oscar Party
- New Establishment Summit
- Fashion Events
- Concerts & Conferences
- Keynote Presentations
- Product Launches
- 125th Statue of Liberty Celebration
- Cannes & Tribeca Film Festivals
- Super Bowls
- White House Correspondents Dinner

MEMBERSHIPS

The Mayor's Office of Citywide Event Coordination & Management (CECM)
Events Advisory Board - NYC
2020 Appointed Member

EDUCATION

COLLEGE OF STATEN ISLAND
Bachelor of Science in Marketing

INTERESTS

- Travel
- Chasing all 30 NFL stadium visits
- Avid golfer
- Runner
- Foodie

PROFESSIONAL EXPERIENCE (CONT.)

Macy's Branded Entertainment (Continued))

- Spearheaded the concept and launch of a balloon vehicle reconfiguration for the 2020 parade, securing governing agency approvals under COVID-19 protocols; reduced on-site team headcount by 40% while ensuring safety and social distancing compliance
- Oversaw COVID testing for 3,000+ participants and vendors across four days and reimagined a three-day production shoot to preserve event continuity, serving as key liaison with NBC broadcast partners
- Credited with $50k+ savings (2021) successfully negotiating a vast array of union contracts with IATSE & Teamsters, utilizing an in-depth understanding of all local union politics, fostering enduring relationships as point of contact
- Secured multi-agency approvals to use iconic NYC landmarks (Empire State Building, Statue of Liberty, Brooklyn Bridge) as ancillary pyrotechnic firing locations, enhancing live show broadcast; produced branded activations and managed on-site marine and land operations for a private viewing space hosting 10,000+ guests annually

EXECUTIVE PRODUCER - FREELANCE

CayCal Productions (est Feb 2020)

FIFA WORLD CUP 2026 NYNJ HOST COMMITTEE (current)

Led production and site operations for a portfolio of FIFA World Cup 2026 events across NY/NJ, supporting FIFA Commercial Partners & Host City Supporters and overseeing multiple Fan Hub locations. Managed complex planning and on-site execution across budgets, feasibility, permitting, vendor sourcing and staffing, including a month-long New Jersey fan village featuring 12+ commercial partner activations. Directed cross-functional teams and external stakeholders, ensuring seamless execution of high-volume, multi-site experiences reaching 2M+ fans across the region while driving operational efficiency and delivering on partner objectives

ON LOCATION | SUPER BOWL 57, 58 & 60

Governed all production and operational aspects of the custom hospitality site builds for the "Champions Club" activations. Led vendor sourcing, onboarding, and management to ensure all deliverables met brand standards. Optimized trucking and planning strategies to ensure VACIS compliance--drastically reducing costs from previous years. Managed key production elements including audio, lighting, fabrication, graphics and schedules, while collaborating closely with creative teams to bring environments to life and delivering an elevated guest experience

VANITY FAIR MAGAZINE | SPECIAL PROJECTS

Collaborated with cross-departmental teams to streamline scheduling and enhance communication across editorial and production functions. Compiled and delivered monthly editorial summaries to corporate executives, supporting strategic content planning and informed decision-making. Played a key role in the planning and execution of high-profile Vanity Fair events, including the internationally renowned Vanity Fair Oscar Party, with on-site work in Washington, D.C., Los Angeles, London and Cannes. Managed critical event elements such as A-list guest coordination, RFID-coded invitation systems, budget tracking and on-site production logistics

EARLY CAREER

ASSOCIATE PRODUCTION MANAGER

P&G Productions, CBS | "Guiding Light"

Directed production operations for the daytime series, investigating locations and facilities, managing complex locations and shoots, leading high-skilled teams of 80+ staff members (union & non-union), and onboarding of 300 plus freelance employees