

Phillip Corona

Enterprise Event Strategy Leader | Executive Business Partner

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Professional Summary

Strategic event and meeting leader with nearly 20 years of progressive experience partnering with executive leadership to transform business objectives into high-impact conferences, executive meetings, recognition programs, and enterprise experiences. Trusted advisor with expertise in enterprise event strategy, portfolio management, budget oversight, vendor negotiations, governance, and cross-functional leadership. Recognized for aligning event strategy with organizational priorities, driving operational excellence, strengthening stakeholder engagement, and delivering measurable business value through exceptional attendee experiences.

Key Career Highlights

- Advanced through multiple promotions during a nearly 20-year career with Farmers Insurance.
- Directed an annual portfolio of six enterprise conferences, executive meetings, recognition programs, and strategic business events supporting executive and organizational priorities.
- Managed enterprise event portfolios and large-scale budgets while balancing business objectives, attendee experience, and operational excellence.
- Successfully delivered conferences ranging from executive leadership meetings to enterprise events serving 500–1,500+ attendees.
- Managed strategic partnerships with destination management companies (DMCs), hotels, audiovisual providers, awards and gifting vendors, travel partners, production agencies, and cross-functional stakeholders.
- Recognized for improving participant experiences through strategic program enhancements, operational improvements, and exceptional event execution.
- Served as a trusted advisor to executive leadership and CEO-level stakeholders, influencing key decisions and cross-functional initiatives.
- Appointed to the core steering committee for enterprise AI initiatives, guiding the integration of next-gen technology across business units.

Professional Experience | Farmers Insurance

Marketing Consultant II – Corporate Events | August 2023–July 2026

Directed enterprise conferences, executive meetings, and strategic incentive programs serving audiences ranging from 500 to more than 1,500 attendees.

Managed multimillion-dollar budgets including annual conventions exceeding \$6 million and enterprise events exceeding \$10 million.

Developed event branding, communication strategies, participant engagement plans, executive presentations, and attendee-facing marketing materials.

Managed production companies, venues, logistics partners, and event vendors for enterprise incentive and recognition programs.

Awards & Incentives Manager – Home Office Sales Support | April 2017–August 2023

Owned the strategy, planning, execution, and continuous improvement of enterprise incentive and recognition programs supporting agents, district managers, and internal business partners.

Directed planning and execution of enterprise conferences and recognition events serving 500-1,500 attendees, overseeing logistics, vendor coordination, executive support, participant experience, and on-site event delivery.

Managed vendor relationships, contract negotiations, RFP processes, and program governance activities for incentive and recognition programs.

Partnered with executive leadership and cross-functional stakeholders to develop incentive strategies that aligned recognition programs with enterprise business objectives.

Marketing Consultant I – Home Office Sales Support | April 2014–April 2017

Planned and executed logistics for enterprise incentive programs, leadership conferences, recognition events, and promotional meetings, coordinating with cross-functional teams to deliver seamless program experiences.

Managed enterprise incentive, recognition, leadership development, and promotional programs that supported business objectives, participant engagement, and field performance.

Owned communications strategy, participant engagement, branding, and cross-functional execution, ensuring consistent messaging and a high-quality participant experience across assigned programs.

Developed marketing collateral, communication campaigns, program branding, and participant-facing materials that enhanced awareness, engagement, and overall program success.

Distribution Manager – Print & Document Management | January 2012–April 2014

Led warehouse, inventory, shipping, fulfillment, and distribution operations supporting enterprise sales and marketing functions.

Managed 11 direct reports and oversaw an organization of more than 20 employees through supervisory leadership.

Implemented Lean process improvements that reduced shipping expenses and improved operational efficiency.

Managed budgets, inventory controls, operational reporting, and vendor relationships.

Led business continuity planning efforts supporting operational readiness.

Mail Services & Kit Fulfillment Supervisor – Print & Document Management | January 2011–January 2012

Managed enterprise mail services operations supporting agents, district managers, and corporate business units.

Led teams of approximately 20–30 employees and temporary staff responsible for outbound communications, fulfillment, and marketing kit distribution.

Oversaw fulfillment operations supporting agent marketing programs, recognition initiatives, and corporate events.

Managed distribution of marketing collateral and event materials supporting nationwide business initiatives.

Mail Room Supervisor – Print & Document Management | January 2008–January 2011

Led a team of approximately 18 employees and temporary staff supporting enterprise mail services operations.

Managed workflow coordination, service delivery, employee development, staffing, and operational performance.

Supported business-critical communications and distribution services across the organization.

Implemented process improvements to increase service efficiency and accuracy.

Lead Mail Clerk – Print & Document Management | April 2007–January 2008

Mail Clerk – Print & Document Management | July 2006–April 2007

Education & Professional Development

Master of Business Administration (MBA) – University of Redlands

Bachelor of Science, Business Management – University of Phoenix