



CONTACT

515-491-8849

brian.gregory.edwards@gmail.com

eventsbybrianedwards.com

PROFICIENCIES

Microsoft Office

Cvent Event Management Software

Monday.com Project Management

Canva Design Software

INVOLVEMENT

Krause Group Values Award
Teamwork, 2022

United Way Campaign
Co-Chair, 2021
Committee Member, 2019 - 2023

KGC Events Steering Committee
Founding Member, 2021 - 2023

Base Camp DSM Project Team
Member, 2023 - current

EDUCATION

Spanish & International Business
University of Iowa

LANGUAGES

English

Spanish (conversational)

BRIAN EDWARDS

Detailed and strategic events manager with over 10 years' experience leading purposeful corporate and client-facing events domestically and internationally. Forward-thinking collaborator with exceptional creativity, agility, and precision in planning and executing memorable, engaging experiences.

EXPERIENCE

EVENTS PLANNING MANAGER

Kum & Go, L.C. | Des Moines, IA

July 2019 - Current

- Leads the strategic planning, execution, and evaluation of over 75 event annually, including internal keystone programs such as Quarterly Town Halls, Sales and Leadership Summit, executive meetings and retreats, marketing and sponsorship activations
- Orchestrates all phases of event lifecycle from conceptualization to completion and post-event evaluation with ownership of project-specific scopes, deliverables, and budgets ranging from \$5K to over \$3MM
- Steers collaboration and communication between internal stakeholders, executive leadership, and vendor partners to foster strategic alignment and deliver on event KPIs and goals
- Advises on cross-functional committees, ERGs, and ad hoc projects as events and engagement liaison and subject matter expert

DIRECTOR OF OPERATIONS

Two Rivers Hospitality Group | Des Moines, IA

June 2017 - June 2019

- Improved profitability and organizational stability of multi-entity hospitality company through precise budget forecasting and deployment of strategic sales and marketing tactics, increasing Gross Food Sales by more than 13% YOY
- Cultivated cohesion and development of extended management team through empowerment and coaching, positively impacting sales and cost control goals along with boosting team morale and customer satisfaction
- Initiated comprehensive menu analysis and overhaul alongside implementation of process improvements and operating efficiencies, driving topline Gross Revenue up over 18% YOY
- Enhanced catering and events experience by spearheading contract negotiations and end-to-end planning and management of principal events for key clientele

GENERAL MANAGER

Goldfinch Restaurant (Two Rivers Hospitality Group) | Des Moines, IA
May 2016 - June 2017

- Managed deliverables and vendor relations for restaurant renovation and rebrand while overseeing all operations workstreams to attain grand opening deadline
- Implemented innovative, micro-, and macro-trends in concept development, menu creation, and staff training to advance the recruitment and retention of core customer base
- Launched renewed private events program through consistent social media content, curated brand collateral, and strategic partnerships