

JACQUELINE BRIGHT

ADDRESS

11119 Alterra Parkway, Apt 1430
Austin, Texas, 78758

EMAIL

jbright1528@gmail.com

PHONE

915-474-4857

LINKEDIN

<https://www.linkedin.com/in/jackie-bright/>

WORK EXPERIENCE

ARCTIC WOLF | Austin, TX

SR DIRECTOR, BRAND PROGRAM & EVENTS | DECEMBER 2025 – PRESENT

- Managed corporate marketing team budget and strategy for EBCs and major tradeshows such as RSA and Black Hat resulting in a 400% YoY increase in pipeline and a 150% increase in badge scans.
- Oversaw execution of all internal company events including Sales Kick Off, President's Club, and executive offsites.
- Revitalized the Arctic Wolf sports team sponsorships of F1, IndyCar, NFL, NHL, and College Sports to drive 300% YoY increase in pipeline, 830M impressions, with an average NPS of 98 across all events.
- Renegotiated all existing sports contracts including a new partnership with Alpine F1 delivering 50% savings while increasing contractual assets.
- Responsible for upleveling the brand strategy and experience for flagship events including Customer Summit.

ARCTIC WOLF | Austin, TX

DIRECTOR, BRAND PROGRAM & SPONSORSHIPS | JANUARY 2024 – DECEMBER 2025

- Restructured Arctic Wolf's Sponsorships program to drive 103% more sourced pipeline.
- Developed social and brand campaigns in partnership with Red Bull Racing, Meyer Shank Racing, The Vikings, and The Wild to drive 1.3M+ impressions and a Q1 value of \$91M+.
- Partnered across orgs to remove business risk and streamline processes to drive enhanced outcomes of CXO events.
- Launched partner incentives to drive \$8.3M in pipeline with a 20% close rate.

VMWARE | Austin, TX

SR MANAGER, STRATEGIC BRAND PARTNERSHIPS | AUGUST 2022 – JANUARY 2024

- Developed brand, social, communications, content, and event strategies to drive success at Explore, as well as in our McLaren F1, Williams F1, and 49ers sponsorships, enhancing brand recognition leading to 900M social and broadcast impressions (\$3M in ad value).
- Led a team in organizing and executing 15+ CXO events annually with 250+ attendees. These events generated \$1B in influenced pipeline per year; 5x higher than comparable accounts that do not attend, with a 38% close rate.
- Responsible for content strategy and sponsorship inclusion in VMware's two flagship events: Explore and Partner Leadership Summit.
- Implemented streamlined processes and tools to eliminate manual work and ensure efficiency in delivering events and partnership narratives.
- Established a methodology for evaluating and selecting new sponsorship opportunities.

VMWARE | Palo Alto, CA

SR GLOBAL PROGRAM MANAGER - INCENTIVES | DECEMBER 2021 – AUGUST 2022

- Led a team of 7 to drive transformative initiatives in the incentives program, catering to all partner types (50K+ partners) across the customer lifecycle.
- Managed a \$300M budget, resulting in a quarterly sell-through pipeline of \$2B.
- Developed comprehensive internal and external training, marketing collateral, and communication strategies for all 15 programs.
- Designed innovative tools to streamline the partner and internal teams' workflow, eliminating manual work.

VMWARE | Palo Alto, CA

CUSTOMER LIFECYCLE INCENTIVES MANAGER | MAY 2021 – DECEMBER 2021

- Day to day management of the VMware Marketing Development Funds program and Big Bets program to improve partner experience and drive \$1.5M in quarterly pipeline.
- Development of communications and marketing materials for all 12 of VMware's incentive programs including PR, internal communications, infographics, and content for incentives sessions at VMworld.
- Implementation of a VMware college student mentorship program with 70+ students to find creative solutions to back burner projects.

VMWARE | Palo Alto, CA

WORLDWIDE DEVELOPMENT FUNDS (MDF) MANAGER | JUNE 2019 – MAY 2021

- Significantly improved partner satisfaction in the VMware DF program by implementing new policies, platforms, and programs based on comprehensive analysis, surveys, competitor research, and focus groups.
- Elevated the program's image through the creation of impactful content including compelling messaging, informative guides, user-friendly tutorials, engaging social media content, and the successful organization of multiple global events with 10K+ attendance.
- Successfully managed the post-Covid-19 process to safely resume 2K partner events per quarter.

PRAMATI TECHNOLOGIES | Mountain View, CA

MARKETING DIRECTOR: SPOTCUES, THUMBSIGNIN, CHATLETS | SEPTEMBER 2018 – JUNE 2019

- Created brands for 4 SaaS startups, handling everything from messaging and websites to SEO optimization and lead generation materials.
- Collaborated with a PR agency to establish brand recognition for business units, resulting in 350+ media impressions through media mentions and byline placements.
- Successfully oversaw the implementation of major brand programs, such as Brown-Forman and NBCU's How to Train Your Dragon, resulting in high engagement and repeat business.

PRAMATI TECHNOLOGIES | Mountain View, CA

SR MARKETING EXECUTIVE: REVE MARKETING | MAY 2016 – SEPTEMBER 2018

MARKETING EXECUTIVE: REVE MARKETING | MAY 2015 – MAY 2016

- Led a design team in developing the brand image for Reve Marketing, a marketing tech company. This involved creating the website, designing various sales collateral, and significantly boosting social media engagement.
- Collaborated with the VP of Products to successfully create and launch four new products. This included overseeing product management, product marketing, and consumer implementation.
- Achieved repeat business by effectively managing programs for clients such as PepsiCo and Bimbo Bakeries.
- Developed a monthly blog and newsletter, reaching over 1,000 potential customers each month.
- Executed successful email marketing campaigns, resulting in 15 new enterprise clients.
- Generated buzz around Reve through the creation of webcasts, articles, and case studies.

EDUCATION

SANTA CLARA UNIVERSITY | March 2018

MBA: Marketing Concentration

EXTRA-CURRICULARS: Women in Business, Supply Chain Mgmt Association

SANTA CLARA UNIVERSITY | June 2015

BSc Marketing and Communication, Cum Laude

HONOR SOCIETIES: Panhellenic Honor Society, Lambda Pi Eta (Communication Honor Society), VP, 2014 – 2015

EXTRA-CURRICULARS: Kappa Alpha Theta (scholarship, recruitment & philanthropy committees), Intramural sports, Resident Advisor

AWARDS

AAF DISTRICT 10 NEXT WAVE | 2025

Recognizing the 10 most impactful marketing professionals under 40 across Texas, Oklahoma, Arkansas and Louisiana.

AAF BIG WIGS | 2025

Recipient of the Biggest Wig Award for the boldest, most imaginative, and game-changing work in the Austin Advertising scene in 2025.

AD 2 AUSTIN 32 UNDER 32 | 2025

32 Advertisers & Marketers in Austin, Texas who are knocking it out of the park in their field.

STEVIE AMERICAN BUSINESS AWARDS – MARKETER OF THE YEAR | 2025

Received the Gold Stevie American Business Award - Marketer of the Year out of 3,600 nominees for the Arctic Wolf Brand Programs.

WOMEN WE ADMIRE – TOP WOMEN LEADERS OF 2025 | 2025

Recognizes influential women who lead with empathy and integrity, ensuring fairness while strategically setting goals & benchmarks.

AUSTIN CHANGE MAKERS | 2025 & 2026

Austin Woman's Change Makers List comprised of women who are making significant and intentional strides to uplift Austin's community.

STEVIE AMERICAN BUSINESS AWARDS – MARKETER OF THE YEAR | 2024

Received the Bronze Stevie American Business Award - Marketer of the Year out of 3,700 nominees for the VMware Sponsorship program.

CRN WOMEN OF THE CHANNEL | 2021, 2022, 2023, & 2024

Recognizes IT channel leaders for innovation, vision, thought leadership, strategy and channel advocacy.

VMW EPIC AWARDS | 2019, 2020, 2021, 2022 & 2023

Recipient of the VMware Tenacity (2019), Execution (2019), Passion (2019) Act to Impact (2021), Customers (2022) At our best (2021, 2022, 2023) awards for various VMware projects.

SCU GUEST LECTURER | 2019 - Present

Santa Clara University guest lecturer for topics including branding, data analysis, & event marketing.

PRAMATI STAR RECIPIENT | 2019

Given to the most exemplary employee of the year out of 1,500.

KAΘ 35 UNDER 35 RECIPIENT | 2019

35 Kappa Alpha Theta members under 35 chosen from all members nationally for their accomplishments.

KAΘ FOUNDERS AWARD | 2015

Member of 200-person chapter who best embodied the pillars of scholarship, leadership, personal excellence, service, & sisterhood.

VOLUNTEER WORK

EL PASO SHERIFF'S POSSE & CHERRY PARK ANIMAL HOSPITAL

MARKETING ADVISOR | 2025 – Present

Worked with board on strategies for new website design, promotional materials, and social strategy.

SANTA CLARA UNIVERSITY

BOARD OF DIRECTORS | 2021 – 2024

Enhancing student, faculty, and alumni experience through new program implementation. Additionally serve as a guest lecturer.

KAPPA ALPHA THETA

MARKETING ADVISOR | 2018 – Present

Work with Eta Lambda chapter exec to help them reach fundraising, branding, and marketing goals.

AMIGO KIDNEY FOUNDATION & INSPIRE THERAPY

MARKETING CONSULTANT | 2016 – 2017

Worked with board on strategies for new website design, promotional materials, and social strategy.

EL PASO CLEFT PALATE ASSOCIATION

MARKETING ADVISOR | 2015 – Present

Developed ideas and content to better market services.