HAYLEE HOMS

LIVE EVENT PRODUCTION & OPERATIONS CONSULTANT | PRODUCER | SHOW CALLER

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CONSULTING PROFILE

Live event production and operations consultant with 23+ years of experience leading complex corporate events, product launches, broadcasts, experiential programs, and video productions. Trusted by agencies and global brands to translate client objectives into executable production plans, align cross-functional teams, manage schedules and budgets, reduce operational risk, and deliver seamless audience and participant experiences.

CONSULTING EXPERIENCE

In Good Company Productions | ***Owner / Producer / Production & Logistics Consultant*** **2019–Present**

- Lead live event, broadcast, and video engagements for national and global clients, building production plans and cross-functional teams around scope, schedule, budget, safety, and audience experience.

SELECTED CLIENT ENGAGEMENTS

automätik | ***Show Producer / Show Caller***

- Led show production for 2025 **Porsche** North America SPARK / There Is No Substitute training, the 2026 **Porsche** Cayenne EV launch, and the **Toyota** Highlander launch event programs 2025 and 2026
- Oversaw a 21+-day **Porsche** program serving 900+ participants across three driving experiences at Charlotte Motor Speedway and the 10/10ths track, coordinating event flow, schedules, and on-site execution.
- Developed expertise in racetrack safety and operating protocols while working onsite at Charlotte Motor Speedway and the 10/10ths track.
- Managed 16 participant rotations over 37 days for 1,600+ **Porsche** guests in the Rocky Mountains; coordinated hotels, a casino, campgrounds, a horse ranch, team operations, timing, and participant safety.

Dynami Group | ***Show Caller***

- Conducted show calling, stage management, and live production for meetings and summits, aligning agendas, speakers, technical teams, cues, and audience experience.
- Engagements included **GitLab, LG Electronics, Mighty Auto Parts, Mingledorff's, Novelis**, and other national organizations.
- Served as lead onsite producer and show caller for international programs in Singapore and London, quickly building trust with clients, crews, speakers, and executives.

King of the Hammers Productions | ***Stage Producer***

- Built logistics plans, playbooks, safety guidelines, race schedules, and livestream host schedules for 20+ days of racing in Johnson Valley, California.
- Managed staging, qualifying and final races, livestream operations, and on-camera hosts during live execution.
- Directed live host and guest flow, making high-pressure, real-time decisions to adjust on-camera talent, incorporate guests, and keep the show on schedule without compromising quality.

Agency EA | ***Show Caller / Stage Manager***

- Delivered multi-day conferences for the **ASU AI Summit, Salesforce, QuickBooks, and Intuit**, translating each client's vision into an executable production plan that aligned show flow, technical cues, speakers, hosts, and backstage operations.
- Provided white-glove support to clients, executives, speakers, and guests throughout rehearsals and live execution.

VCI Events | ***Show Caller / Event Producer***

- Produced and show-called conferences, multi-day summits, meetings, and awards programs for clients including **AI World's Fair, Kia, JPMorgan, Octane, AIMed, PIHRA, Kilpatrick, Wrench Group, and The Creative Group**.
- Selected as a preferred show caller, translating client agendas into technical direction while overseeing rehearsals, stage management, cues, and live execution.
- Earned repeat engagements and preferred partner status by building trust quickly, protecting the client's vision, and providing steady, solutions-focused leadership from preproduction through live execution.

SELECTED CLIENT ENGAGEMENTS (CONTINUED)

Blizzard Entertainment | ***Director***

- Directed State of Azeroth | **World of Warcraft**, featuring interviews with Executive Producer Holly Longdale and Senior Game Director Ion Hazzikostas.
- Generated more than 680,000 views on YouTube.

Lyon Studios with 3 Wands Productions | ***Producer***

- Produced national campaigns, product videos, in-store content, and brand assets; launched **MD Complete** nationally in **Target** stores and supported **Robert Bosch North America, Dremel, Ram Trucks, and Skil**.
- Produced campaigns resulting in sold out featured inventory across the United States, Canada, and Europe, in some cases within a single weekend.

Granbery Studios | ***Producer / Project Manager***

- Led commercials, live events, video, and livestream projects for clients including **Condé Nast, GQ, National Pork Board, Avanir, CES, Discovery Channel, and Experian**.

Minty Motion Productions | ***Producer / Location Manager / Casting Director***

- Produced commercials, live events, brand content, and web video for clients including **Blizzard Entertainment, Atticat, and HP.**
- Provided calm, solutions-focused leadership throughout the COVID-19 pandemic for **BlizzCon 2020**, helping clients and production teams adapt to changing requirements while protecting safety, schedules, budgets, and the audience experience.

EARLIER CLIENT & PRODUCTION EXPERIENCE

Two Five Nine Productions (**Nielsen**) • Manic Pictures (**Cleveland Golf**) • Math Creative / Classitech (**Tracfone, TuSimple, Comic-Con, FX**) • Smartflex Media (**Sizzler, Lionsgate, Cinemark Theatres**) • Post Modern / Global Eagle Entertainment • 24 Productions • Zoo Film (**Yamaha, OKGO Music Videos**) • **Volvo** Multimedia • Magellan Media • Wumbus Corporation

- Doubled in-house production output at Wumbus Corporation while delivering 25+ custom productions and **OSHA**-compliance safety videos within three years, contributing to more than $1 million in ongoing revenue since 2011 and over $20 million in profit to date.

CORE CONSULTING CAPABILITIES

Production strategy & planning • Live event production • Show calling • Stage management • Run of show • Experiential logistics • Budget & cost control • Vendor negotiation • Cross-functional leadership • Client relationship management • Safety planning • Multi-project coordination • Video production

TOOLS & CERTIFICATIONS

Tools: Basecamp, Asana, Monday.com; AI-assisted research, planning, and workflow support using ChatGPT, Codex, and Claude

Certifications: OSHA 10 • Active Shooter Safety Training • Safe Environment / Safe Haven

EDUCATION

Columbia College Hollywood: Bachelor of Arts, Double Major in Cinema and Television Production • Valedictorian, 2004

SELECTED WORK

King of the Hammers • AI World Fair • Blizzard • Salesforce • GitLab • GQ • Bosch

Additional portfolio and project samples available at in-good.com or upon request.