

## Contact

### Clearance

Top Secret / SCI

### Location

Washington D.C.

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### Portfolio

[www.altxmaia.com](http://www.altxmaia.com)

### LinkedIn

[www.altxmaia.com](http://www.altxmaia.com)

## Education

2018

### MBA - Entrepreneurship

Johns Hopkins University

2009

### B.A. Peace & Conflict Studies

University of California Berkeley,  
Summa Cum Laude

## Certs & Training

AI Strategy

### MIT Sloan & CSAIL

Storytelling for Impact,  
Service Design Thinking,  
Designing Strategy,  
Innovating with Data

### IDEO U

Facilitator

### LEGO® Serious Play®

Product Design Sprint Facilitator

### AJ&Smart

Product Management,  
Adobe Creative Cloud

### General Assembly

Systems Practice

### Acumen Academy

AI-Aided Graphic Design,  
Gallery Management,  
Art Direction

### ELVTR

Scrum Master

### Scrum Alliance

# Maia Sciupac

## Head of Events

## Summary

Senior global experiential marketing leader with 16+ years designing and delivering immersive physical and digital brand experiences across global markets. Proven ability to lead end-to-end experiential strategy for emerging tech, AI, and product innovation, including multi-channel consumer events, executive programs, and large-scale hybrid activations. Expert in translating complex technologies into socially relevant, culturally resonant experiences that break through noise and strengthen brand affinity. Highly skilled in cross-functional leadership, partnerships, 360° experience strategy, budget ownership, KPI/ROI frameworks, and executive stakeholder management. Known for building and mentoring high-performing teams, driving global program alignment, and delivering high-impact experiences that influence brand perception, accelerate pipeline, and connect people in meaningful ways.

## Experience

### 2024 - 2025

Booz Allen, Senior Associate | Washington D.C.

### Executive Events & Tech Showcase Programs (AI Accelerator)

Created and scaled Tech Demo Days, an interactive, design-thinking-driven flagship event model that translated advanced AI capabilities into intuitive, customer-ready experiences. Developed the templates, playbooks, operational systems, and executive messaging that enabled it to expand from one account to adoption across a 20,000+ person sector, driving **\$90M+ in pipeline** and **reducing acquisition cost by 80%**. **Led cross-functional teams of 6-20+** and oversaw measurement strategy, executive reporting, audience analytics, and ROI frameworks, ensuring unified storytelling and consistent, high-quality delivery across markets.

### 2017 - 2024

Booz Allen, Associate (2017-2019), Lead Associate (2019-2023), Senior Associate (2023-2024) | Washington D.C.

### Global Events & Experience Design (InnovationX)

Led InnovationX, a global experience-design capability supporting digital transformation, AI adoption, and enterprise modernization across North America, Europe, and Asia. **Scaled the team from 3 to 22, delivering 12% YoY growth**, shaping multimillion-dollar program portfolios, and building modernized systems, playbooks, and operating models that elevated how the firm delivered high-impact customer and executive experiences. **Coached 10 emerging leaders and mentored 60+ team members** across design, engineering, strategy, and product.

#### Selected Impact Highlights

- Enterprise Tech Adoption: Accelerated global cloud understanding and adoption through a **400+ attendee virtual and in-person launch event** that educated the enterprise on its cloud strategy and unified senior technology leaders around a shared vision, roadmap, metrics, and roles—creating a transformation model that was subsequently scaled and tailored across multiple clients.

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Head of Events

## Expertise

- Event Strategy & Experience Architecture
- Global Conference & Summit Leadership
- Executive Event Production & Run-of-Show Management
- Multimillion-Dollar Budget Oversight
- Vendor & Venue Negotiation
- Production Management (AV, staging, fabrication)
- Creative Direction & Experience Design
- Attendee Experience & Journey Mapping
- Sponsorship Acquisition & Partner Activation
- Hybrid & Virtual Event Delivery
- Program Operations & Large-Scale Logistics
- Safety, Compliance & Risk Mitigation
- Cross-Functional Leadership & Stakeholder Alignment
- Executive Communications & Narrative Development
- KPI Design, ROI Measurement & Post-Event Analytics
- Global Team Leadership, Coaching & Development
- Multi-Channel Content & Event Marketing Support
- Scalable Event Systems, Playbooks & Frameworks
- Community Engagement & Public-Sector Events
- Digital Storytelling & Interactive Content Development

**Tools & Platforms:** MURAL (power user) • Miro • Frame.io • Adobe Creative Cloud • Adobe Firefly • Adobe Express • Figma • Office 365 (Word, PowerPoint, SharePoint, Teams, Forms, Outlook, Excel) • Microsoft CoPilot • Power BI • Tableau • Socio (Virtual Event Platform) • Internal CRM Systems • ChatGPT Gov • SketchUp

### Selected Impact Highlights (Cont.)

- Virtual Hackathon: Drove rapid innovation through a **70+ participant virtual hackathon** that delivered **five validated prototypes**, **boosted advocacy (8.2/10)**, **achieved 4.3/5 event and 4.8/5 facilitation ratings**, and established a scalable digital innovation model used enterprise-wide.
- Leadership Offsite: Shifted leadership behaviors and hybrid-work adoption by designing and facilitating a **70-person offsite with a 4.8/5 rating**, producing a scalable culture-change model replicated across multiple accounts.

### 2014 - 2017

Create& | United States & Latin America

#### Co-Founder & Director of Events and Facilitation

Led experiential strategy, creative development, and multi-market production for a creative studio delivering 50+ immersive events and workshops across the U.S. and Latin America. Designed and facilitated training programs for 1,000+ participants with a 95% satisfaction rate, strengthened partner and community engagement, and oversaw attendee experience strategy, registration workflows, content operations, and onsite production. Managed vendor and venue negotiations, sponsorship outreach, and brand partnerships while building scalable playbooks and operational systems that improved quality, accelerated timelines, and elevated program performance across market.

### 2016 - 2017

National Center for Missing & Exploited Children | Alexandria, VA

#### Product & Program Experience Lead

Led product operations for nationwide child-safety programs, partnering with Adobe, Google, Palantir, Meta, Salesforce teams, and field agencies across all 50 states to modernize digital workflows and public-safety communications. Led the product design sprint for NCMEC's enterprise website redesign—improving accessibility for millions of users and contributing to increased online donations. Built Salesforce dashboards, AMBER Alert communication systems, and scalable content pipelines that strengthened coordination, visibility, and delivery consistency across cross-functional teams.

### 2015 - 2016

Thorn | Washington D.C.

#### Product Experience, Training, and Digital Events Lead

Designed and led product experience, digital trainings, and conference/tradeshow activations for Spotlight, Thorn's machine-learning tool that helps law enforcement identify victims of child sex trafficking online. This work contributed to 19x product growth and supported a national rollout across all 50 states, 40+ agencies, and thousands of investigators. Directed the full redesign of Thorn's website to improve navigation and UX for law-enforcement users nationwide. Produced a web-based interactive annual impact report that increased stakeholder engagement and provided greater visibility into program outcomes, adoption metrics, and national performance.

### 2010 - 2015

Alameda County District Attorney's Office | Oakland, CA

#### Program Coordinator, Community Engagement & Events

Led the Protect Oakland Kids public-awareness campaign—deploying 30 billboards and 27 bus shelters across multilingual neighborhoods—which drove an 18x increase in National Human Trafficking Hotline calls, earned DOJ recognition, and won a statewide public-safety award. Produced 35+ monthly community forums and trainings (200–300 attendees each), strengthening multi-agency coordination and supporting 600+ at-risk or exploited youth. Launched a multimedia youth curriculum that educated thousands of students and families across Oakland public schools. Built the county's SB1193 compliance and tracking system, adopted by hundreds of businesses, with the poster and engagement model later scaled statewide across California.