

PATRICK T. WHALEN

Business Development Executive

Producer, Live Production Events and Business Development



Patrick@backstageproductionsinc.com

SUMMARY

- Over 30 years of experience as an entrepreneur and creative executive, proficient in crafting highly effective integrated marketing and promotional strategies across various sectors, including entertainment, sports, consumer products, and automotive industries.
 - As Founder and CEO of multiple production agencies and marketing companies, adept at providing strong operational and financial leadership to drive company growth.
 - Proven record in building and maintaining long-term collaborative relationships with vendors, partners, and repeat clients.
 - Expertise in all aspects of business development, including budget and growth forecasting, cost control, profit and loss, contracts, and regulatory compliance.
 - Skilled in developing and implementing efficient business systems and processes.
 - Proficient in Zoom, Microsoft Office, Slack, and Adobe Premiere Pro.
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EXPERIENCE

BACKSTAGE PRODUCTIONS, INC, Los Angeles, CA

Chief Executive Officer

May 2015 – present

- Founded and oversee a production agency that manages exceptional live experiences for clients, including concert tours, corporate events, conferences, trade shows, live broadcasts, and sporting events.
- Previous projects with AEG, Live Nation, EA Sports E3 (2019), Xponential, Jane's Addiction Tour, Jennifer Lopez Tour, Sony, Universal Studios, Netflix and ongoing work with Toast, Events, Volkswagen, Porsche, and Audi.
- Delivers personalized experiential marketing, branding, and promotional strategic plans to fulfill client needs across various budget levels.
- Provides technical expertise, time-management, and budgeting skills to ensure sales and marketing success.
- Manages corporate growth plans and stakeholder relations, establishing joint-ventures and maintaining strong relationships with media agencies, sponsors, and vendors.
- Designed and implemented streamlined processes and procedures across all functional areas of the company.
- Leads social media campaigns.

BACKSTAGE AERIAL, LLC
Chief Executive Officer / 107 Pilot

Jan 2019-present

- Founded Backstage Aerial, providing aerial cinematography for TV/film, concerts, special events, industrial applications, and corporate projects.
- Established relationships with the FAA for waivers and authorizations.
- Developed SOP and Safety protocols for Backstage Aerial Staff.
- Responsible for all drone pre-flight checks and flight logs.
- Manages accounting and payroll needs for the business.
- Forged drone safety relationships with NASA and the NTSB.

DPS, INC, Los Angeles, CA
President

July 2012 – May 2015

- Oversaw a production agency providing support services to trade shows, concert tours, live performances, corporate events, and film/television productions.
- Created sales and marketing plans, designed staff training programs, and implemented incentive plans for customers and employees.
- Launched firm with a staff of eight and grew to a team of 60 managers, technicians, and sales representatives.
- **Achieved revenue growth of 1600% over three years.**
- Expanded services by launching three new locations in New York and Los Angeles, providing specialized lighting, warehousing, and design services.
- Personally managed key client accounts and collaborated with clients to define goals.

PRODUCTION RESOURCE GROUP, Los Angeles, CA
Sales and Production Consultant

November 2010 – June 2012

- Developed strategic relationships with new national and global clients.
- Established a signature style of immersive stage presentations with integrated multimedia, special effects, lighting, and sound components.
- Supervised successful corporate events, concert tours, and sports events, managing crews of up to 100 people.
- Collaborated with clients such as Volkswagen, Devo, IZOD Pit Stop Challenge, G'day USA Australian Actors Award Show 2010.

FAST PACED MANAGEMENT, LLC, Los Angeles, CA
President/Director of Business Development

January 2004 – November 2010

- Led a company that produced stadium and arena-level events for high-profile artists, corporate clients, and major sporting events.
- Managed events for artists like Prince, Linkin Park, and Stone Temple Pilots, as well as projects for MN Thunder Soccer Team, Virgin Unite Fundraiser with Eve and Richard Branson, Nike Human Race, and Hollywood.
- Oversaw production for live concerts in support of the Olympic Summer Games in Athens, Greece (2004) and the Olympic Winter Games in Torino, Italy (2006), coordinating production staff across 12 different sites in the two cities.

BACKSTAGE PRODUCTIONS, LLC, Minneapolis, MN, and Las Vegas, NV
President/Director of Marketing

April 1990 – December 2003

- Managed coordination and oversaw marketing and promotions for a company providing production management and technical services for stadium shows, touring productions, and promotional events across the USA.
- Established strategic partnerships with major US and international entertainment companies, including Microsoft, Prince, MTV North America, VH1, BBC, and Warner Bros.
- Worked with venture capitalist and private equity companies on expansion and acquisitions.
- Successfully built an SBA loan package for location expansion into Las Vegas.

EDUCATION

- St. Cloud State University, St. Cloud, MN – Business Management (1988 – 1992)
- President, University Concert Committee
- FAA Part 107 Certification, June 2020