

RICK FINE

Experiential Producer & Event Operations

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PROFESSIONAL SUMMARY

Denver-based experiential professional with 8+ years across live activations, trade shows, and brand engagements for Toyota, BMW, Jeep/RAM, and major Colorado festivals — representing brands on the floor as a Product Specialist and Brand Ambassador, and leading on-site teams and event operations for Westword, Two Parts, and other festivals. Ready to bring that full range into a full-time producer role: partnering on concept, staffing and running the build, and owning the report-out.

SELECTED IMPACT

- Part of Toyota's Thunder Valley Ride & Drive consumer-engagement program every season since 2022, adding new stops along the way.
- Led pre-event through teardown operations for festivals and pop-ups (Westword, Two Parts, ETH Denver): run-of-show docs, site maps, staffing/scheduling, build-outs, and post-activation reporting.
- Fronted premium automotive brand experiences as Brand Ambassador (BMW Ultimate Drive & Ride, Jeep/RAM Overland Expo) and Product Specialist (Toyota) — reading rooms, shaping conversations, and keeping experiences on-brand under pressure.
- Represented RMCAD on U.S. military bases in Germany for a Yellow Ribbon veteran scholarship, presenting alongside U.S. Rep. Doug Lamborn.
- Drove measurable people outcomes (+10% retention; +10% diversity gains) through outreach, interviewing, and manager coaching in a parallel full-cycle recruiting track.

PROFESSIONAL EXPERIENCE

Product Specialist — Experiential Activations

Podium Marketing (Toyota and partner activations) · Denver metro / Rockies region · 2022–Present

- Own consumer engagement at high-visibility Toyota experiences: Thunder Valley Ride & Drive (2022–2026), Air Force Academy game-day activations, Greeley Stampede, Breckenridge Snow Sculpture Championships, Rockstar Energy Open, and team activations spanning Colorado Rockies, Avalanche, Rapids, Mammoth, Nuggets, and DU athletics.
- Partner with brand and production teams to deliver on-message product storytelling; capture guest questions and objections; surface insights in post-activation debriefs and spreadsheets.
- Support set-up, staffing coverage, and day-of execution so creative concepts hold up when real attendees arrive.

Brand Ambassador — Drive & Ride Experiences

Productions+ (BMW Ultimate Drive & Ride) · ESM (Overland Expo — Jeep/RAM) · 2026

- Fronted premium automotive experiences for BMW and Jeep/RAM — guiding guests through product narratives, keeping energy high, and protecting brand standards in crowded outdoor environments.
- Collaborated with event crews on flow, timing, and guest experience quality across multi-day activations.

Event Operations Lead / Floor Lead

Westword · Two Parts · Five Star To You · Denver & traveling activations · 2018–2026

- Ran event infrastructure and people logistics for Westword Music Festival (multiple years 2018–2025), Westword Feast, Tacolandia, Artopia; Two Parts Underground Music Festival, ETH Denver, VeloRama, Vinochromatic, Stranahan's releases; Burning Man camp set-up operations.

- Built and followed run-of-show documentation, coverage plans, and teardown checklists; led on-site teams through multi-day shows.
- Travels 50–75%; comfortable running a build, multi-day and hands-on when the schedule needs it.

Engagement Manager & Full-Cycle Recruiter (parallel track)

Building Talent Foundation · Goodwin Recruiting (via That's Fine, LLC) · Hammersmith · Coldwell Banker Mountain Properties · RMCAD / Art Institutes · ~2018–Present

- Full-cycle recruiting and engagement across construction, hospitality, education, finance, real estate, and the arts — sourcing, interviewing, selection, and onboarding teams that hold up under pressure.
- Improved retention ~10% and diversity hiring ~10% at Hammersmith and Coldwell Banker through proactive community, civic, and school outreach.
- Principal, That's Fine, LLC: business development, job marketing, social/events candidate pipelines, and hiring-manager coaching on recruitment strategy.
- Represented RMCAD on U.S. military bases in Germany for Yellow Ribbon veteran scholarships; presented a youth scholarship alongside U.S. Rep. Doug Lamborn.

SKILLS

Activation set-up & execution · Team leadership · Staffing & scheduling · Budgeting & asset allocation · Travel logistics · Client management · Business development · Strategic account growth · Stakeholder presentations · Post-activation analytics · Feedback capture · Debriefs & reporting · Full-cycle recruiting · Salesforce · Asana · Slack · ATS & CRM platforms · Google Workspace · MS Office · SharePoint