

JENNIFER JONES

Event Strategy Consultant | Venue Consultant | Strategic Advisor | Sales & Marketing

jennifer@gseventsco.com | gseventsco.com | Rancho Cucamonga, CA | linkedin.com/in/jenniferejones26

PROFESSIONAL SUMMARY

Strategic event and venue consulting executive with 28+ years of expertise in hospitality spanning corporate event strategy, boutique DMC services, incentive program management, sales and marketing, and hospitality venue consulting. Founder of Gold Standard Events Consulting (GS Events), a boutique consulting firm serving corporate meeting planners and hospitality venues seeking transformative, results-driven partnerships. Proven track record of generating over \$10M in event revenue, building high-performing events teams from the ground up, and delivering measurable ROI for Fortune 500 clients and prestigious hospitality brands. Known for calm leadership, strategic vision, and an uncompromising commitment to the Gold Standard of excellence.

CORE COMPETENCIES

Event Strategy & Consulting | Boutique DMC Services | Venue & Restaurant Consulting
Sales & Marketing | Corporate Meetings & Incentives | Revenue Growth Strategy
Sales Team Development & Training | Destination Management | Attendee Engagement Strategy
Vendor Sourcing & Negotiation | CRM Implementation | Budget Development & Cost Analysis
Small Business Consulting | Business Formation & Licensing | Program Design & Branding

PROFESSIONAL EXPERIENCE

Gold Standard Events Consulting (GS Events) Jun 2020 – Present

Founder & Principal Consultant | California | National & International

- Founded Gold Standard Events Consulting as a boutique strategic consulting firm, evolving from hospitality concept development into high-level event strategy and venue consulting advisory services for corporate clients and hospitality properties nationwide.
- Serve corporate meeting planners as a boutique DMC partner and trusted local market expert, delivering end-to-end destination management support including vendor sourcing and vetting, site selection, hotel block negotiation, event concept development, companion programming, and attendee experience strategy aligned with measurable business objectives.
- Design and execute fully customized incentive programs, multi-city corporate retreats, conferences, and special events, handling all program strategy, vendor ecosystem management, and on-site coordination to deliver seamless, premium experiences.
- Develop and implement sales and marketing strategies for hospitality clients, including brand partnerships, promotional campaigns, and lead generation programs that drive measurable revenue growth.
- Partner with restaurants, event venues, and hospitality properties as an outsourced Director of Events, building event sales teams from the ground up, developing CRM systems, implementing revenue frameworks, and driving sustained profitability.
- Develop comprehensive consulting frameworks for hospitality concept turnarounds, restructuring events departments, creating brand partnership strategies, and repositioning venues for increased market share and event revenue.
- Operate a selective, high-touch client model with a focused roster of engagements annually, ensuring each client receives a customized, results-oriented consulting partnership.

russell harris EVENT GROUP Nov 2024 – May 2025

Director of Accounts, Meetings & Incentives (Consultant) | Los Angeles, CA | Hybrid

- Managed and grew national corporate client accounts, overseeing the planning and execution of high-impact meetings and incentive programs for organizations across diverse industries.

- Drove revenue growth in the meetings and incentives specialty through strategic relationship management, proactive business development, and seamless program execution that consistently delivered measurable outcomes.
- Applied strategic thinking, operational expertise, and relationship management to create event experiences that drove attendee engagement and delivered exceptional value to corporate clients.

Small Business Development Center (SBDC) Jan 2023 – Jun 2025

Part-Time Business Consultant — Restaurant & Event Venue Division | LA County & Inland Valley, CA

- Served as part-time Business Consultant for the SBDC's Restaurant and Event Venue division, advising aspiring and emerging entrepreneurs across LA County and the Inland Valley on launching and scaling food and beverage businesses including restaurants, coffee shops, food trucks, catering operations, and event planning ventures.
- Co-consulted on small business financing, guiding clients through the loan application process, financial statement preparation, and documentation requirements needed to secure capital for new and growing concepts.
- Assisted clients with site selection and property sourcing, evaluating locations aligned with business goals, target demographics, and operational requirements.
- Developed customized sales, marketing, and social media strategies to help restaurant and hospitality clients build brand visibility, attract customers, and drive revenue growth.
- Guided entrepreneurs through business formation, including concept naming, brand development, and entity registration with the State of California.
- Supported aspiring catering and event planning entrepreneurs from concept through launch, providing strategic frameworks, business planning guidance, and operational best practices.
- Designed and facilitated a Restaurant Business Cohort for SBDC Los Angeles, delivering structured curriculum and mentorship to a cohort of aspiring and emerging restaurant owners.

CSI DMC Feb 2022 – Oct 2024

Senior Account Executive & Business Development | California | Remote

- Generated \$4.5M+ in sales while managing multiple high-profile corporate accounts across diverse industries, consistently achieving and exceeding annual sales goals in one of the most competitive DMC markets in the country.
- Served as a trusted strategic partner for corporate meeting planners seeking Southern California-based DMC expertise, traveling nationally to build and strengthen client relationships and secure repeat business.
- Delivered full destination management services including site sourcing, hotel block negotiation, vendor coordination, transportation, companion programming, and custom event design for corporate groups of all sizes.
- Led contract negotiation and vendor relationship management, securing favorable pricing and agreements that maximized client value while preserving program quality.
- Built strategic hotel and venue partnerships with Conrad Los Angeles, Pendry San Diego, Hard Rock San Diego, and Sheraton Universal to enhance client offerings and drive business growth.
- Trained, mentored, and coached incoming sales team members to effectively service new and existing accounts, building team capability and consistent performance.

Farmhouse Los Angeles Mar 2019 – Jun 2020

Director of Events | Los Angeles, CA

(Closed due to COVID-19)

- Rebuilt the Private Events Department from scratch, designing and implementing a new CRM, credit card processing system, and sales framework that immediately drove revenue growth.
- Increased private event sales by 200% while restructuring, redeveloping, and rebranding the entire private events department within a condensed timeframe.
- Developed comprehensive sales and marketing strategies leveraging property strengths and brand partnerships to capture new corporate and social event revenue.
- Managed enterprise-level events including corporate buyouts, conferences, and meetings, overseeing all contract negotiation, logistics, staffing, and client relations.

The Mayfair Hotel Jun 2018 – Mar 2019

Catering Sales Manager | Los Angeles, CA

- Joined the Grand Re-Opening team of The Mayfair Hotel, generating \$550,000 in catering and event revenue within 6 months (2 months were not yet operational).
- Managed all aspects of event sales including proposals, contract negotiation, entertainment, staffing, decor, and on-site event coordination.
- Applied sales forecasting and strategic planning to verify profitability, generating new leads through cold calling, creative advertising, and marketing strategy.

CITRUS Hospitality Management Dec 2016 – Jun 2018

Special Event Sales Manager | Los Angeles, CA

- Exceeded annual sales goals by 22%, becoming the top-selling Event Sales Manager at the company, generating \$1.5M in 2017 for a roster including Fortune 500 corporate clients.
- Managed all aspects of event management including proposals, contract negotiation, entertainment, and decor for high-profile corporate accounts.
- Revamped special event decor and created comprehensive SOPs for all banquet staff, covering attire, steps of service, setup, and breakdown procedures.
- Designed and launched social media marketing campaigns and collateral that expanded brand visibility and attracted new corporate accounts.

INDUSTRY LEADERSHIP & PROFESSIONAL AFFILIATIONS

MPI Southern California Chapter (MPISCC) Jan 2025 – Jan 2026

Director of Education & Professional Development

- Led the creation of meaningful learning opportunities and educational programs for the MPI Southern California membership, curating content, organizing speaker events, and fostering career advancement for meetings and events industry professionals.

Fete 2024 – 2026

Board Member

- Served on the board of Fete, contributing strategic direction and industry expertise to support the organization's mission and growth within the events and hospitality community.

ADDITIONAL BACKGROUND

Foods To Fit LLC. Sep 2013 – Dec 2016

Owner & CEO | Studio City, CA

Founded and operated a certified organic meal delivery service. Managed all business operations including marketing strategy, financial oversight, vendor relationships, and client service.

Santa Anita Park May 2013 – Sep 2014

VIP Hostess | Arcadia, CA

Serviced VIP guests in the Suites and Chandler Room at one of the country's premier racing venues. Responsible for all banquet and catering coordination in a high-volume, fast-paced environment.

EDUCATION

San Francisco State University

Bachelor of Fine Arts (BFA) | Dance Performance & Choreography | Minor: Speech Communications

The Ailey School

Certificate of Dance | New York City, NY