

Jimmy Mouton



Management, Sales, Marketing

Excellence in Management and Team Leadership

Contact

108 BriarOak Ct
Lafayette, LA 70503
404-784-6400

Email: jimmymouton@jimmymouton.com

LinkedIn: <http://www.linkedin.com/in/managementexcellence>

Education

National Louis University
BS - Business Management, December 2012
3.95 GPA (Magna Cum Laude)

Key Skills

Sales & Marketing Management
Business Management
Tradeshows and Conference Management
Budget / Financial Management
Team Leadership
Strategic Planning
Communication
Problem-solving
Strategic Agility
Process Analysis & Improvement
Conflict Management
Attention to Detail
Organizational Improvement
Work Ethic, Integrity, and Accountability
Value Diversity, Equity, and Inclusion

Technical Skills

Database / CRM Systems
Expert User – Microsoft Suite
Expert User – Adobe Creative Suite
Lead Generation
Digital Event Platforms

Industry Affiliations

BPA RSDE Advisory Committee Member
Active Member: IAEE
Active Member: ASAE
Active Member: PCMA
Active Member: RCMA
Former Member: SISO

Summary

Senior leadership experience managing U.S. and Global tradeshow industry business entities including event and business operations, sales, and marketing to achieve maximum production and efficiency. Proven track record increasing revenues and market share, reducing costs, increasing efficiency, and expanding the brand.

Objective

To use my 25+ years of experience from the tradeshow industry as well as my executive and sales team leadership positions to further advance the productivity and success of an organization which will provide a positive impact on the communities they serve.

Experience

eShow: Vice President of Sales and Marketing
November 2020 – Present

Highlights: Restructured sales and marketing resulting in market expansion presenting annual growth of 11%-18% in new clients and total revenues with 2024 growth trending (as of June 01, 2024) to exceed 79% from 2023 (currently at 74% of 2023 total production).

Perfect World Inc / Mouton Management Excellence LLC: Owner / President
June 2017 – November 2020

Highlights: Launched Emergency Management Leaders Conference with FEMA, NEMA, IAEM. Managed American Institute of Architects – AR Annual Conference; Managed global events for International Association of Antarctica Tour Operators

NuernbergMesse North America, Inc.: CEO / Managing Director
July 2014 – June 2017

Highlights: Designed, initialized, and managed company reorganization including debt restructuring resulting in greatest annual result in company history and best performance of any global subsidiary in 2016 (\$4.6m rev, \$910K net).

Ernest N. Morial New Orleans Convention Center: Director, Tradeshows and Conferences
July 2012 – July 2014

Highlights: Structured and implemented the first tier-1 convention center department designed to manage events belonging to a publicly owned convention center and serve as an incubator for viable event ideas presented by the community.

Imago Tradeshows: President / CEO
July 2008 – July 2012

Highlights: Launched and Managed the International Disaster Conference and Expo (IDCE). By the date of sale, IDCE included over 3,800 attendees, 280 Exhibiting Companies, sixty-four countries, and presented a conference program of over 120 sessions over 3 days... the largest trade show and conference serving the Disaster Response and Recovery market. Structured and completed the first sale of private B2B trade show event to a tier-1 public convention center (Sold IDCE to the New Orleans Ernest N. Morial Convention Center)

Additional Positions Training in Tradeshow Industry: Messe-Frankfurt North America (Tradeshow Manager, 2007 – 2008), United Business Media / CMP Media (Tradeshow Manager, 2000 – 2002); Stormont-Trice Hotels (Sales Manager, Emory Conference Center Hotel, 1999 – 2000), Shepard Exhibition Services (Sales Manager, 1998 – 1999); Georgia World Congress Center (Sales, 1995 – 1998)