

TRUSTED TO DELIVER

MARCO SCHMITT

SENIOR INTERNATIONAL
EVENT PROJECT LEAD

Trusted by Porsche, FIFA, SAP, BMW and leading global brands to deliver complex international events — from strategic concept to flawless on-site execution.

Specialised in premium brand experiences, executive leadership events, motorsport hospitality and global corporate productions across Europe, the Middle East, Africa, Asia and the USA.

20+

YEARS
INTERNATIONAL
EVENT
LEADERSHIP

€10M+

PROJECT &
BUDGET
RESPONSIBILITY

Award

GOLDEN
AWARD / FIFA
WORLD CUP
2022

Global

EUROPE ·
MIDDLE EAST ·
AFRICA · ASIA ·
USA

“ I lead high-stakes projects with calm, precision and full ownership — aligning stakeholders, guiding teams and delivering under pressure without noise, drama or excuses. ”

BASED

Worldwide

MODE

Remote + On Site

EMAIL

marco@eventm.com

SIGNATURE PROJECTS & GLOBAL DELIVERY

Selected high-impact projects across premium automotive, mega-sport events, executive forums and international leadership summits — built around trust, scale and flawless delivery.



01

PORSCHE VIP GUEST EXPERIENCE 24H OF LE MANS

Full project lead across three consecutive years with end-to-end ownership of VIP guest experience, stakeholders, budget, suppliers and on-site execution.



02

FIFA FAN FESTIVAL WORLD CUP QATAR 2022

Senior delivery role within the core event team, responsible for commercial affiliate integration, sponsor operations and VIP hospitality.



03

FIFA VVIP COUNTDOWN CLOCK REVEAL

Overall project lead responsible for planning, stakeholder alignment, budget ownership and full delivery of the official VVIP milestone event.

GOLDEN AWARD / FIFA WORLD CUP 2022 2022



04

SAP FORUM MUNICH SECURITY CONFERENCE 2026

Full project lead for executive-level business meetings and hospitality experiences around Munich Security Conference.



05

HENKEL LEADERSHIP SUMMIT SINGAPORE 2026

Lead for set construction, technical production, scenic design and full production coordination for the global leadership summit.



06

PORSCHE MACAN WORLD PREMIERE SINGAPORE

Responsible for set construction and technical production delivery, coordinating premium automotive launch standards across international production teams.

EXPERIENCE & LEADERSHIP

2023 — PRESENT

FREELANCE SENIOR EVENT PROJECT LEAD

International projects across Europe, Middle East, Asia and the USA with focus on executive events, premium hospitality and strategic delivery.

2022

SENIOR EVENT PRODUCTION SPECIALIST

FIFA World Cup Qatar — VIP hospitality, commercial affiliates and large-scale public event delivery.

2019 — 2021

SENIOR EVENT CONSULTANT

fischerAppelt — strategic client delivery, production leadership and premium international event execution.

2016 — 2018

HEAD OF PRODUCTION

Brandscape — leading large-scale productions, teams and high-budget international client projects.

2005 — 2016

SENIOR PROJECT MANAGER — EVENTS

International automotive and corporate events across Europe and Asia.

WHY AGENCIES BOOK ME

HE TAKES THE PROJECT — AND OWNS IT.

I step into complex international projects where precision matters, timelines are tight and expectations are high. I align teams, protect client relationships, manage stakeholders and deliver with calm, clarity and full ownership.

No noise. No drama. Just trusted execution.

CALM UNDER
PRESSURE

CLIENT TRUST

FULL OWNERSHIP

TEAM ALIGNMENT

STRATEGIC DELIVERY

AI-DRIVEN EFFICIENCY

TRUSTED BY LEADING GLOBAL BRANDS

A curated trust layer across automotive, global sports, executive forums, luxury and institutional clients.

AUTOMOTIVE

PORSCHE

GLOBAL EVENTS + CORPORATE

FIFA®

VISA

PREMIUM + LUXURY

RICHARD MILLE

SWAROVSKI

HUBLOT



GLOBAL REACH

INTERNATIONAL OPERATING FOOTPRINT

Across automotive, sports, corporate leadership and premium hospitality projects.

Frankfurt EUROPEAN BASE	Doha MIDDLE EAST HUB	Cape Town AFRICA BASE
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Project footprint: Europe, USA, Mexico, Morocco, South Africa, complete Middle East, Myanmar, Singapore, China, Russia and Ukraine.

REFERENCES

FIFA WORLD CUP SUPREME COMMITTEE

Mrs. Renee Moehead

Director of Events

BMW GROUP

OFFICE AFRICA AND EASTERN EUROPE

Mr. Jan Nalepa

Head of Events & Motorshows

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SELECTED REFERENCES

Please seek permission before contacting references. Full contact information available on request.

STRATEGIC EDGE

I combine senior project leadership with modern AI-supported workflows to increase speed, clarity and decision quality across international event production.

From concept development and stakeholder communication to production planning, presentation building and operational delivery — I actively work with tools like ChatGPT, Claude, Gemini and other AI systems to improve speed, clarity and strategic precision.

AI doesn't replace senior judgment. It makes strong operators even stronger.

CALM UNDER
PRESSURE.
SHARP IN
EXECUTION.
BUILT FOR
INTERNATIONAL
DELIVERY.



ChatGPT

Strategic planning, proposals, client communication, structure.

Claude

Long-form thinking, refinement and executive writing.

Gemini

Research, comparisons and deep information workflows.

Microsoft Copilot

Corporate workflows, documents and client-side integration.

Adobe Firefly

Visual exploration, moodboard development, generative image support and creative direction workflows.

CONTACT

MARCO SCHMITT

SENIOR INTERNATIONAL EVENT PROJECT LEAD

Worldwide — Remote — On Site

Available for freelance and strategic project leadership

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*“ Complex projects need
clarity, calm and
ownership.
That’s where I do my best
work. ”*