LAKSHAY (LEO) SHARMA

Event Technology Manager | Cvent and Digital Event Delivery

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PROFESSIONAL SUMMARY

Event technology professional with 10+ years of experience across YPO, Cvent and American Express Global Business Travel. Combines digital delivery leadership with hands-on expertise in Cvent websites, registration and event apps. Leads designers and app builders for global events, translates complex stakeholder requirements into reliable attendee journeys, and improves delivery through reusable templates, quality assurance and workflow automation.

SELECTED DELIVERY RESULTS

- Supported 1,500+ Cvent site builds, 100+ SpotMe app builds and approximately 250 Attendee Hub apps from March 2021 to Present.
- Achieved a 97.1% quality score.
- Delivered a flagship event app in approximately one week.
- Improved build time from 12-14 hours to approximately 10 hours.

CORE EXPERTISE

Event technology delivery | Cvent website and registration configuration | Event apps | Responsive web design | Attendee journeys | Team leadership | Stakeholder requirements | Quality assurance and testing | Workflow optimization | Client onboarding

PROFESSIONAL EXPERIENCE

YPO | March 2022 - Present

Digital Design Manager | Previously Digital Designer

- Lead digital designers and event app builders delivering Cvent, SpotMe and Attendee Hub experiences for global flagship, high-touch and popup events.
- Translate stakeholder requirements into event websites, registration flows and mobile app configurations; guide technical decisions across the attendee journey.
- Set build and quality assurance standards, develop reusable templates and documentation, and mentor team members to improve delivery consistency.
- Coordinate concurrent builds, priorities and timelines using Monday.com, Asana and ClickUp; resolve high-priority issues before launch and during live events.
- As Digital Designer, built end-to-end event websites, registration and apps, including agenda, venue, FAQ and custom pages; tested registration flows and configurations before launch.
- Created Cvent communications and surveys, implemented stakeholder feedback, and provided technical support to event teams and users.

PROFESSIONAL EXPERIENCE CONTINUED

Cvent | Onboarding Specialist | February 2021 - March 2022

- Led onboarding and platform training for new and existing clients, tailoring sessions to event setup requirements and implementation needs.
- Supported enterprise clients with Cvent implementation, adoption and event setup best practices.

American Express Global Business Travel | Digital Designer

May 2019 - February 2021

- Served as a Cvent system expert, translating event and brand requirements into website and registration builds within platform constraints.
- Managed concurrent projects with tight deadlines, maintaining build accuracy and supporting complex event configurations.
- Developed standard operating procedures and training documentation to support consistent delivery and knowledge sharing.

Cvent | Client Success Consultant | July 2016 - May 2019

- Managed onboarding and technical support for enterprise clients using Cvent event management tools.
- Built and customized event websites and registration flows, using HTML and CSS to address design and configuration requirements.
- Troubleshot registration issues and guided clients through platform functionality and custom website builds.

TECHNICAL SKILLS AND TOOLS

Event platforms: Cvent Site Designer, Flex, Registration, Surveys, Attendee Hub and SpotMe.

Web and integrations: HTML, CSS, JavaScript, responsive design and UI/UX; API basics and working knowledge of webhooks.

Delivery and operations: Workflow automation, structured forms and data flows, reusable templates, QA testing, documentation and stakeholder communication.

Design and collaboration: Adobe Photoshop, Canva, Monday.com, Asana, ClickUp, Slack, Google Workspace and Microsoft Office.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Cvent Certified Account Administrator | February 2024

Cvent Certified System Administrator | February 2024

Cvent Event Management | January 2024

Cvent Event Management Advanced | April 2020

Agile Innovation and Problem Solving Skills | edX | March 2025

Sprint Planning for Faster Agile Team Delivery | edX | December 2024

Applied Scrum for Agile Project Management | edX | November 2024

EDUCATION

Bachelor of Technology in Computer Science | 2012 - 2016