

EXPERIENTIAL IN COLOR

CONNECTING BIPOC & ALLIES IN EVENTS

2025 STEERING COMMITTEE



JILLIAN AUSTIN

National Director of Experiences & Events
Planet 13

Jillian Austin is a seasoned leader in experiential marketing and brand partnerships, with over 17 years of industry expertise. As the National Director of Experiences & Events at Planet 13, Jillian drives brand activations, special events, and celebrity partnerships across the Planet 13 SuperStore and 31 locations nationwide, focusing on creating engaging, high-impact experiences for key markets including Florida, Illinois, and California.



GABRIELA NEVES

President
Factory360

Gaby brings 17 years of experience as the President of Factory360, a top award-winning brand activation agency in the U.S. with clients including Amazon, Lacoste, Deutsch Wines, and Oatly. With a passion for technology, Gaby has leveraged growth hacking strategies to drive business success for clients. Beyond her agency work, she is a recognized industry leader, having established the first-ever incubator program in partnership with Florida International University.



KARLENE PALMER-MCLEOD

Senior Experiential Manager
Proximo Spirits

Karlene adeptly manages multiple agencies and leads cross-functional teams for a portfolio of 15 top spirits brands. She has successfully introduced event ROI measurement tactics and software, providing strategic insights into campaign effectiveness. Her work includes orchestrating high-impact initiatives during prestigious events like The Latin Grammys, The Super Bowl and the US Open, with a particular focus on iconic brands like Jose Cuervo and 1800 Tequila.



ESTHER SARPONG

Director Experiential Retail
Brookfield Properties

Esther Sarpong is the Director of Experiential Retail at Brookfield Properties, where she drives experiential and immersive experiences globally through the EXPLore program. Previously, she held marketing leadership roles at ANDMORE, a Blackstone Company and began her career at Red Bull North America. A two-time 40 Under 40 honoree, Esther was named one of the Top 50 Women Leaders of Las Vegas in 2024 and has been featured in *Business Insider*.

POWERED BY **eventmarketer**