



Home



My Network



Jobs



Messaging



25

Notifications



Me



For Business



Adv



**Doug Bruce, CSSP, CSP, MA (He/Him)**

Senior Director of Operations | Event Safety | Crowd Safety | Emergency ...

## ← Experience



### Senior Director of Operations



Creative Safety · Full-time

Jan 2024 - Present · 2 yrs 1 mo

Austin, Texas, United States · Hybrid

Leading active risk management and event safety operations across the United States and internationally for our TESS-powered U.S. company Creative Safety. Responsibilities range from initial review, compliance, and event design advisements through risk assessment to on-site operations and incident management.

**Skills:** Emergency Management · Emergency Planning · Event Management · Health & Safety · Environment, Health, and Safety (EHS) · SAP Environment, Health, and Safety Management (EHS) · Security Operations · Operations Management



Creative Safety



### The Event Safety Shop Limited

Part-time · 7 yrs 11 mos

#### Senior Event Safety Advisor



Nov 2022 - Present · 3 yrs 3 mos

Austin, Texas Metropolitan Area · Hybrid

Continued safety consultancy on live events and other broadcast productions, specializing in venue, design, venue management, occupational health/safety, Emergency Management/incident resolution, risk assessment, training/exercising, and more. Partnering with clients from global to local scale.

**Skills:** Health & Safety · Live Events · Crisis Communications · Emergency Management · Security Operations · Public Speaking

#### Event Safety Advisor



Mar 2018 - Nov 2022 · 4 yrs 9 mos

- Provide recommendations on health and safety protocols for top tier productions according to international standards including NIMS, NIOSH, OSHA, ICS, ANSI, and NFPA.
- Perform on-site inspections and safety assessments

to identify potential risks associated with arena tour clients, festivals, broadcast events, and other entertainment productions.

- Advise executive team on safety initiatives such as contingency planning and emergency action plans.
- Write safety management plans, risk assessments, and crowd management plans.
- Develop and implement safety and risk management policies and procedures.
- Lead emergency planning meetings to discuss safety issues and solutions.
- Manage documentation related to briefings, issues, incidents, and investigations.

**Skills:** Security Operations



**Formula One Jeddah Team**



**CSSP certificate**



**EDC Las Vegas**



### **Production Safety & Security Rep.**

ESPN · Freelance

Dec 2022 - May 2024 · 1 yr 6 mos

Texas, United States · On-site

**Skills:** Security Operations



### **Deployment Specialist**

Epicenter Innovation · Contract

Feb 2021 - May 2024 · 3 yrs 4 mos

Denver, Colorado, United States

Assisted a Washington, DC agency in support of a long-term, multiagency coordination effort as part of the Epicenter Deployment Support Unit (EDSU).



### **Covid-19 Compliance Officer (CCO)**

Chicken Scratch LLC · Freelance

Apr 2021 - Jan 2023 · 1 yr 10 mos

New York City Metropolitan Area

Provided "on location" film set safety mitigation during pandemic productions.  
Provided testing coordination and policy planning.  
Shooting locations include New York City, New Jersey, upstate New York, and Colorado.



**Safety on Set**



### **Emergency Operations Center & Incident Management Team**



Boulder Office of Emergency Management · Part-time

Mar 2020 - Feb 2022 · 2 yrs

Fulfilled various incident management positions as needed in evolving responses and resource mobilization. Specializing in logistics, customer service, communication, and risk mitigation. Deployments include the Colorado Division of Homeland Security & Emergency Management.



## City and County of Denver

4 yrs 2 mos

### Preparedness Outreach Trainer

Part-time

Mar 2020 - Feb 2022 · 2 yrs

Denver, Colorado, United States

- Delivered Emergency Preparedness classes in person and via digital meeting platforms.
- Developed course material on making an emergency preparedness kit for oneself and family, including home, work, travel, and backcountry essentials.
- Developed course material on business continuity, resilience and preparedness.
- Shot and edited photos and videos for social media preparedness campaigns

### CERT Instructor

Jan 2018 - Mar 2020 · 2 yrs 3 mos

Denver County, Colorado, United States

Trained participants in CERT material: an overview of different types of emergencies and shares ways teams can provide response and assistance. The curriculum covers topics in disaster preparedness, fire, medical operations, search and rescue, and team building.



### Midwest Relay Manager

Carry The Load · Contract

Feb 2019 - Jun 2019 · 5 mos

Dallas, TX

- Led rotating teams of 5-10 people to coordinate a one-month relay covering 3900 miles across 16 states.
- Oversaw tour operations and provided communication tools to ensure proper relay coordination.
- Shot and edited photos and videos to create high-quality content for broadcasting networks.
- Liaised with media representatives and broadcast partners.
- Coordinated interviews to ensure effective media coverage.
- Wrote Risk Assessment and Safety Management

Plan.

- Performed contingency planning for the relay route.
- Managed documentation and activity logs including route changes and safety concerns.
- Handled accounting functions and managed donations and non-profit contributions.

**Skills:** Security Operations



Relay assets



Sponsor participants in Ohio



Relay in Cincinnati

Show all 5 media →



## Tour Manager (NASCAR, ComicCons, Airshows)



RedPeg Marketing · Freelance

Feb 2017 - Nov 2018 · 1 yr 10 mos

Alexandria, VA

- Produced activations at events such as conventions, community festivals, and air shows for nationwide tours in key GEICO Markets.
- Managed a team of 5-20 brand ambassadors to promote brand and communicate with prospects at events.
- Generated 10,000+ leads at NY Comic Con for 2 consecutive years and a total of 75K+ leads.
- Served as General Manager to ensure smooth operations and resolve complex issues.
- Oversaw teams of 6 to 12 staff to perform all brand activation-related activities including consumer engagement and client relations.
- Coordinated and managed equipment, branded assets, and vehicles setup for entire tour.
- Produced materials, documentation, client-facing videos and photos after each event for recap analysis.
- Developed a comprehensive Crisis Action Plan for Red Peg and presented to leadership team.

**Skills:** Security Operations



IMG\_2454.JPG.jpeg

Crowd at a hype moment at NASCAR



IMG\_2446.JPG

Crowd hype / giveaways at NASCAR



Talladega NASCAR Reel - 2017



## Senior Event Marketing Specialist



Jack Link's Protein Snacks · Full-time

Jan 2014 - Jan 2017 · 3 yrs 1 mo

Greater Minneapolis-St. Paul Area

- Promoted to Senior Event Marketing Specialist based on field execution, team leadership, and project development.
- Grew market share in key markets such as Denver, Seattle, Las Vegas, Dallas, Chicago, Southern California, and Minneapolis.
- Produced videos from activations to create engaging content for social media platforms.
- Grew social media followers on Twitter and Instagram by over 1,000%.
- Executed nationwide marketing campaigns with events.
- Built integrated media relationships with partners like Red Bull and Polaris.
- Executed over 400 events (150%+ average specialist) for brand impression.
- Occasionally filled the role of SASQUATCH as a costumed actor to interact with consumers.
- Contributed to disaster relief initiatives, creating a marketing partnership.

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## Safety Manager and Brand Activation Manager



Jack Link's Northwoods Music Festival · Contract

Nov 2014 - Aug 2016 · 1 yr 10 mos

Minong, WI

- Produced a successful and sold-out event for 10,000 country music fans.
- Worked with talent buyers, producers, and vendors to coordinate all aspects of festival.
- Coordinated with state, county, and local public safety officials to develop a safe venue to host music festival.
- Wrote Emergency Action Plan for on-site responders to respond to minor incidents.
- Designed marketing collateral to highlight Jack Link's Protein Snacks as a headline sponsor.
- Setup vehicle displays including branded trucks, branded airplanes, and snowmobiles.
- Captured and produced high-quality content to distribute on various marketing channels.

**Skills:** Security Operations



poster



Crowd in the rain



It's all about the fan experience

Show all 5 media →



### Senior Field Manager



GMR Marketing · Contract

Jun 2012 - Dec 2013 · 1 yr 7 mos

New Berlin, WI

- Executed events on a 5-month, nationwide Verizon Wireless and Comcast Xfinity Mobile Tour.
- Generated over 1000 leads.
- Led a team on a nationwide tour to 30+ states for two years, activating over 200 events.
- Ran retail store and street events, large activations at stadiums, state fairs, and conventions.
- Coordinated event logistics including location, vendors, and consumer interactions.
- Maintained SUV and cargo trailer and recorded information on DOT logs.
- Managed all event technical elements, including site power, device kiosks, and sound system.
- Engaged with consumers by providing presentations based on their needs during tours.
- Served as a point of contact for consumers at events.
- Answered complex questions or customer service concerns.
- Provided event reports to clients and agency to measure success after each event.



Car element



Event example, Philadelphia



### Live Nation Entertainment

3 yrs 5 mos

Los Angeles Metropolitan Area

### Independent Contractor



Freelance

Jun 2010 - Jun 2013 · 3 yrs 1 mo

- Managed various aspects of operations for music festivals, concerts, and broadcast productions.
- Acted as an Artist Relations / Transportation liaison for music festivals.

Examples including the following:

White House Easter Egg Roll – Washington DC

Bonnaroo Music and Arts Festival – Manchester, Tennessee

Lollapalooza Music Festival – Chicago, Illinois

Austin City Limits Music and Arts Festival – Austin, Texas

Coachella Music Festival – Palm Desert, California

Hangout Music and Arts Festival – Gulf Shores,

Alabama

North Coast Music Festival - Chicago, IL  
Electric Forest Festival – Rothbury, Michigan  
Nocturnal Wonderland – Los Angeles, California  
Dave Mathews Band Caravan – Chicago, Illinois  
Just For Laughs Comedy Festival – Chicago, Illinois  
Concerts for the Coast – Gulf Shores, Alabama  
Camp Bisco - Upstate NY  
Various arena concerts such as Lady GaGa, Phish, WWE, etc

Promotors include: Insomniac Presents, C3, Live Nation, MCP, JAM Productions, etc

### Producer

Feb 2010 - May 2011 · 1 yr 4 mos

- Produced content highlighting emerging artists such as the Dirty Heads, Neon Trees, and Augustana for digital marketing and tablet promotion for “LG Ones to Watch” Video Series.



### Tour Driver and Manager

VF Corporation  
Jul 2011 - Oct 2011 · 4 mos  
San Leandro, CA

- Safely operated truck and trailer 20K miles, deployed show car and assets to surprise concerts in U.S. and Canada as part of an integrated experiential, web and print media campaign with VICE Media.
- Worked with Event Marketing Manager to run a tour, growing brand impressions.



Tour elements, load in



Bonfire Session, Austin



HITACHI

Promoted ...

Hitachi

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Get updates on digital solutions that power a better tomorrow.



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SXSW Vice President of Event Operations

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Special Event Safety and Risk Management | Emergency Management | Strategic Communications

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**Jon (J.C.) Corbishley** **FAIHS M.ISRM** · 1st

Crowd Management, tour and event safety specialist. Safety consultant to Sydney Festival. ...

Message



**Ken Keberle** · 1st

Certified Safety Professional

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**John-Michael** & 9 other connections also follow...



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