

Building Belief Conference

To realign managers with Starbucks' corporate priorities and reinforce their commitment to the company's mission, CEO Howard Schultz led a massive leadership development initiative, bringing together all 10,000 North American store managers in New Orleans. After years of close collaboration on brand strategy, Starbucks chose SYPartners to design and execute the event, which took place at—and completely monopolized—the monolithic New Orleans Convention Center.

STARBUCKS

Title

Senior Production Design Leader

Key Responsibilities

Managed the Senior Production Designer role for The Starbucks Building Belief Conference, overseeing the project from inception to final breakdown.

Partnered closely with the design department in the creation of creative assets, including graphs and illustrations, for exhibits, presentations, and branded merchandise.

Designed book, "Onward," to highlight Starbucks' investment in stores and managers, commitment to fair trade, and upcoming changes to core offerings, contributing to layouts, photography, and illustrations.

Collaborated with Starbucks corporate stakeholders to identify and select an offset printer in Juarez, Mexico, ensuring cross-cultural alignment and finalizing file specifications.

Traveled to Mexico to oversee the printing process, ensuring quality standards, Pantone matching, and proofreading, leading to a production run of 30,000 books.

Worked closely with writers and strategists to design and refine CEO Howard Schultz's keynote presentation, creating customized slides and illustrative assets, and ensuring consistency with the master deck.

Documented the event in New Orleans through photography and AV, creating valuable materials for case studies, internal reports, and other documentation.



a. Starbucks CEO Howard Schultz's Keynote Speech



b. Backlit Wall



d. Exhibit Space



c. Onward book



e. Coffee Bean Growers Exhibit



f. Branded shirts for the event