

CONTACT

New York, NY
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U.S. Permanent Resident

LANGUAGES

Spanish - Native
English - Fluent

EDUCATION

MFA, Technical Design and Production
Yale University, 2024

BA, Theater
University of Guadalajara, 2017

EMT (Paramedic)
Cruz Verde de Guadalajara, 2011

CORE EXPERTISE

Integrated production & experiential
Budgets, estimates & reconciliation
Vendor bidding & negotiation
Production planning & schedules
Branded content & broadcast
Music licensing & rights
Union production
Risk & onsite execution

SELECTED STRENGTHS

Cross-functional leadership
International production
Creative feasibility
Client-facing execution
High-pressure operations

TECHNICAL TOOLS

AutoCAD, Vector Works, Slack, Airtable, Microsoft, Anthropic

AHOLIBAMA GONZÁLEZ EXECUTIVE PRODUCER

Large-Scale Events · Technical Production · Experiential · Branded Experiences · Global Operations

PROFILE

Executive-level production leader with 18 years of experience delivering complex live events, branded experiences, performing arts, broadcast productions, and international programs across the U.S., Mexico, Europe, and Asia. Most recently with TAIT Global Events, leading large-scale productions for Nike and Spotify across production planning, budgeting, vendor management, technical execution, logistics, and onsite operations. Experienced leading multidisciplinary teams, developing executable production plans, managing complex schedules and budgets, and translating ambitious creative concepts into safe, efficient, and successful live experiences.

SELECTED EXPERIENCE

Technical Director, TAIT Global Events – Spotify “Music Fashion Film” / Charli XCX
Nashville, TN | July 2026

- Led integrated event production for Spotify’s Music Fashion Film in Nashville, coordinating 15+ vendors across scenic, lighting, audio, video, rigging, fabrication, power, and venue operations. .
- Aligned video production, audio recording, and live-event workflows; resolved technical and scheduling conflicts across production partners and in-venue teams.
- Managed onsite load-in, technical rehearsals, run of show, and load-out, maintaining schedule, safety, quality, and client-facing production standards.

Technical Director / Producer, TAIT Global Events – Nike TOMA Mexico: Final de las Américas
Mexico City, Mexico | June 2026

- Led vendor bidding, contract negotiation, production planning, and technical execution for a large-scale Nike brand activation at Quarry Studios in Mexico City.
- Led production planning and execution for a large-scale Nike brand experience, overseeing 300+ production personnel and vendors across broadcast, video, audio, lighting, rigging, scenic, power, fabrication, logistics, and venue operations.
- Directed multidisciplinary production teams, vendor relationships, schedules, technical coordination, and onsite operations from advance planning through load-out.
- Integrated broadcast and live-event production workflows, translating creative and technical requirements into executable plans, schedules, staffing, and onsite priorities.
- Served as a bridge between U.S. and Mexican production teams, vendors, and stakeholders, maintaining clear communication across cultures, disciplines, and fast-moving project changes.
- Supervised load-in through final delivery and load-out, proactively resolving production risks while protecting schedule, safety, and creative intent.

Director of Production, Ballet Hispanico of New York
New York, NY | August 2024 – July 2026

- Led end-to-end production for new works, repertory, major events at New York City Center, touring, and performance capture, balancing creative requirements with budget, schedule, staffing, and venue constraints.
- Managed and reconciled a \$500K–\$1M annual production budget; negotiated vendor bids, service agreements, equipment rentals, and freelance contracts under AGMA and IATSE.
- Built production plans and schedules while managing staff, vendors, logistics, freight, rentals, and technical operations across multiple concurrent domestic and international projects.
- Managed music licensing and rights coordination for performances, touring, recordings, and related uses, working with licensing brokers and internal artistic and administrative stakeholders.
- Led a multi-vendor storage relocation and operational consolidation, reducing recurring transportation and warehousing inefficiencies.
- Developed a comprehensive Dancer Health & Safety Handbook, establishing protocols and best practices to support performer wellbeing, injury prevention, emergency response, and safe working conditions across rehearsals, performances, and touring.
- Implemented digital workflows for scheduling, production documentation, approvals, and cross-department communication.

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U.S. Permanent Resident

CERTIFICATIONS

SPRAT Level 1
Rope Access
Certified Paramedic (EMT)
OSHA 30
NYFD Certificate of Fitness
G.23

AWARDS

Pierre-André Salim Prize
Yale University, 2024

**KM Fabrics Technical
Production Award**
USITT, 2024

William J. Reynolds Award
Yale School of Drama, 2023

PUBLIC SPEAKING

**Event Safety Alliance
Summit, 2024**
*Cultural Awareness and
Safety in Live Events*

- Developed scalable technical riders that translated creative intent across venues ranging from studios to international opera houses.

Assistant Technical Director, Lincoln Center's Summer for the City

New York, NY | Summers 2022, 2023, 2024

- Managed daily technical operations, crews, schedules, and rapid turnovers across five outdoor stages supporting 300+ events under IATSE Local 1 jurisdiction.
- Created 90 as-built drawings and 3D production models to improve planning, site coordination, and repeatable execution across festival venues.
- Contributed to the development of Lincoln Center's first Weather Response Health & Safety Handbook, establishing procedures for severe weather and outdoor event operations.
- Developed the Emergency Response Plan for the festival's 10-foot Mirror Ball installation, identifying operational risks, emergency procedures, and response protocols for the large-scale scenic element.
- Created a campus-wide power distribution plot for Lincoln Center's outdoor festival infrastructure, mapping electrical distribution and cable routing to reduce electrical hazards and improve safe power management across multiple event sites.

Technical Production, Coordinación Nacional de Teatro (INBA)

Mexico City, Mexico | January 2018 – October 2019

- Directed technical operations across six theaters in Mexico's national repertory system, supporting 200+ performances over two years.
- Supervised a unionized workforce of 114 technicians; contributed to labor negotiations and CBA compliance.

Technical Manager, International Cervantino Festival

Guanajuato, Mexico | 2014 – 2019

- Led a 22-person technical team supporting 40+ international companies in a high-volume festival environment with overlapping venues, schedules, and production priorities.
- Owned technical advances, schedules, load-ins, rehearsals, performances, and load-outs across multiple concurrent productions.
- Evaluated creative and touring requirements against local budgets, labor, equipment, venue constraints, and production feasibility, proposing practical solutions when plans changed.
- Coordinated artists, venue teams, vendors, and festival leadership across lighting, audio, staging, rigging, scenery, and production logistics.
- Anticipated and solved complex production and scheduling challenges in real time while maintaining safe, on-time delivery.

Production and Tour Manager, Independent and Touring Companies

Mexico, Germany, China | 2008 – 2018

- Cactácea / ARKA (Luna Morena Workshop): Production and tour manager for international tours to München, Germany and Macao, China.
- El Corazón de la Materia (dir. Luis de Tavira): Two seasons at Centro Nacional de las Artes plus a three-city national tour, totaling 40 performances; led a crew of 23.
- Earlier work: 22-city national tour with La Caravana del Elefante Polar; 20+ grant-funded freelance productions in opera, dance, circus, and puppet theater.