



ABOUT CHERYL CECCHETTO

Sequoia Productions Owner and President

She's the woman who has famously entertained the world's top entertainers at their seminal celebrations and milestones.

Cheryl Cecchetto, Owner and President of Sequoia Productions, has an unrivaled track record for producing the star-studded galas that celebrate the Emmys®, the Academy Awards® and countless other illustrious events for many of the world's most discerning and prestigious clients. Cecchetto has coordinated and produced the world-renowned Academy Awards Governors Ball, the glittering grand finale to Hollywood's awards season for 27 consecutive years. This year marks the 19th consecutive year that Cecchetto and the Sequoia team have produced the coveted Primetime Emmys Governors Ball and Emmys Creative Arts Ball. The Emmy events are North America's largest, annual seated dinners, totaling 7,400 guests. Sequoia Productions has also produced Australia's elite G'DAY USA Gala for the past 13 years.

Cecchetto and Sequoia Productions have earned the loyalty of an elite clientele via cutting-edge creativity, confidence and rigorous attention to detail. As one of Hollywood's leading Special Events producers, Cecchetto consistently delivers unique, one-of-a-kind experiences that surpass expectations, whether in sumptuous ballrooms or elegant, custom-designed structures stretched across rooftops. From humble beginnings in a tiny Santa Monica apartment, Cecchetto built Sequoia Productions into a powerhouse that continually sets the bar for innovation, originality and stunning production values.

As producer, director and designer of top-tier events, Cecchetto is also in high demand as a conference speaker and radio and television personality. She has appeared on Good Morning America, Today, CNN, E! Entertainment, Entertainment Tonight, FOX News, CBS News, ABC On The Red Carpet and Access Hollywood. Her events and designs have been featured in countless publications, including the Los Angeles Times, InStyle Magazine, The Robb Report, Entertainment Weekly, USA Today, People Magazine and Vanity Fair.

Cecchetto's philosophy is simple, "We're not in the business of selling 'events'...we're in the business of creating experiences and memories that linger long after the last dance. People celebrating life, that's what it's all about...that's what makes the world go 'round!'"

In her book, *Passion to Create: Your Invitation to Celebrate*, Cecchetto reveals the fascinating details that define her brilliant, behind-the-scenes management. As she shares the story of her unlikely journey from small-town Canada to big-time Hollywood, it's clear that Cecchetto was destined to be a leader in the Special Events Industry.

For over a quarter century, Cheryl Cecchetto has brought meaning and joy to complex, big-budget celebrations, reminding everyone that with a little imagination and determination, magic can be real!

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