



ABOUT CHERYL CECCHETTO

Sequoia Productions Owner and President

She's the person who famously entertains in "The Entertainment Capital of the World."

Cheryl Cecchetto, owner and CEO of Sequoia Productions, has amassed an unrivaled track record producing star-studded galas celebrating the Emmys®, the Academy Awards®, and countless other high-profile events for many of the world's most discerning and prestigious clients.

Cecchetto has coordinated and produced the coveted Emmys Governors Ball and Creative Arts Governors Ball celebrations for 21 consecutive years. The 70th Emmy Awards events are expected to draw over 8,300 V.I.P. guests to an event space larger than 9 basketball courts. Cecchetto and her team have produced the world-renowned Academy Awards Governors Ball, "Oscar's" official after-party, for 29 consecutive years, as well as Australia's elite G'DAY USA Gala for the past 15 years. Distinguished Sequoia Productions clients include Westfield Corporation, UCSF Medical Center, The Wallis Annenberg Center for the Performing Arts and The Los Angeles Philharmonic.

Cecchetto and the Sequoia Productions team have earned the loyalty of an elite clientele via cutting-edge creativity, technology, decades of experience and rigorous attention to detail. As one of Hollywood's leading special event producers, Cecchetto consistently surpasses expectations by delivering unique, one-of-a-kind experiences, 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. She is proud to lead a team of event specialists committed to transforming her clients' visions into reality and beyond.

As producer, director and designer of top-tier events, Cecchetto is in demand as a conference speaker and radio and television personality. She has appeared on *Good Morning America*, *Today*, *CNN*, *Home & Family*, *E!* *Entertainment*, *Entertainment Tonight*, *FOX News*, *CBS News*, *ABC On The Red Carpet* and *Access Hollywood*. Cecchetto has been featured as Keynote Speaker at prominent events the world over, from Australia to Mexico, from the Philippines to Canada. 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*. In 2017, Cecchetto was honored to have been inducted into the Biz Bash Hall of Fame.

Cecchetto puts it this way, "Our annual mission is to create a reimagined and unforgettable Governors Ball, with its own unique design, while honoring the elegance and grandeur that are the Emmy Awards legacy. We strive each year to deliver new magic and memories via an evolving, fresh experience of sights, sounds and tastes."

In her book, *Passion to Create: Your Invitation to Celebrate*, Cecchetto reveals the fascinating details, hilarious stories and dazzling images that define her brilliant, behind-the-scenes production expertise. 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 become a leader in the special events industry.

For over a quarter century, Cheryl Cecchetto has brought meaning and joy to extraordinary celebrations, reminding everyone that with a little imagination and determination, magic is real!

Cheryl Cecchetto and the Sequoia Productions team are excited and honored to partner once again with the Television Academy to celebrate the the Emmys' landmark, 70th anniversary!

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