ABOUT CHERYL CECCHETTO
Sequoia Productions Owner and President

She’s the woman who has famously entertained the world’s top entertainers at their most important events.

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 hundreds of illustrious events for many of the world’s most discerning and prestigious clients.

Cecchetto has coordinated and produced the seminal Academy Awards Governors Ball, the glittering grand finale to Hollywood’s awards season, for 27 consecutive years. She and her team have produced the coveted Primetime Emmys Governors Ball and Emmys Creative Arts Ball for 17 consecutive years. The Emmys events are North America’s largest, annual seated dinners, with nearly 4,000 and 3,000 guests respectively. Sequoia Productions also has a 13 year run at the helm of Australia’s elite G’DAY USA Gala.

Cecchetto and Sequoia Productions have earned the loyalty of an elite clientele via their 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, Home & Family 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 become a special-event producer.

She studied performing arts at Toronto’s York University and the George Brown College of Applied Arts and Technology. Applying her tunnel-vision determination, she moved to New York and spent a great deal of time at the famous Actors Studio, where she met Shelley Winters. The iconic, Academy Award winning actress hired her as her personal assistant—and became her life-changing mentor. A fateful job with a top Hollywood catering firm set her in motion towards her destiny.

For over a quarter century, the legendary event producer 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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