John Pinchbeck

An experienced Live Entertainment Ticketing Consultant

- 37 + years' experience working with Venues, Rights Holders, Ticket Agencies and System Suppliers
- Experience in Sales, Marketing, Operations, Business Development and Corporate Strategy
- Covering Theatre, Concerts, Museums, Galleries, Visitor Attractions, Sports, Cinema and Immersive
- Across Europe, North America, the Middle East, Africa and Asia Pacific
- Across both the Commercial and Subsidised Sectors
- 17 years' experience as a freelance ticketing and pricing consultant
- Extensive experience in operational audits, contractual negotiations and commercial strategy
- Specialist experience in eCommerce, Mobile Ticketing, Dynamic Pricing/Yield Management
- Specialist experience in System Audits and Digital Transformation

Notable Consultancy Projects

Glyndebourne	Project Lead on a long-term Digital Transformation project
English National Opera/London Coliseum	Full RFP process to source and replace ticketing/fundraising systems
Fiery Angel Productions	Business Development, marketing and systems review
Fiery Entertainment	Contract negotiations, recruitment
Fierylight	Business Development, enhanced distribution
The Society of London Theatre	Review of ticketing services and recommendations
Interactive Theatre International	Systems audit and procurement
easy-connect	Market Entry advice and introductions
TixTrack Inc.	Market Entry, Business Development
Really Useful Theatres Ltd.	Full ITT for replacement ticketing system
Time Out Digital Ltd.	Live Entertainment ticketing strategy/Business Development
AEG/AXS	Market Entry (West End and Broadway)
Really Useful Theatres Ltd.	Operational Audit, and long-term Business Development
Guardian News & Media Ltd.	Strategic advice on events, venues and Guardian Membership
Leinster Rugby	Request for Proposals project (Ticketing and CRM)
Leinster Rugby	Demand-based Pricing for '14/'15 Season
Cirque du Soleil	Bespoke Revenue Management system development
Munster Rugby	Demand-based Pricing for '14/'15 Season
Oshi Software (www.tickets.ie)	Strategic Business Development advice
The Ambassador Theatre Group Ltd.	Market Research/System Selection in Overseas territory
Arts Council of Northern Ireland	Feasibility study into centralised ticketing facility
Arts Council of England	On-line ticketing strategy report
The Royal Opera House	Drafting of sub-agency agreements
Hong Kong Home Affairs Bureau	Feasibility study into privatising regional ticketing service
Yorkshire & Humberside Arts	On-line ticketing consultancy
The Society of London Theatre	Feasibility/development of on-line ticketing etc.
New Millennium Experience Co.	Ticketing applications for the Millennium Dome
Wembley International	Various licensing and installation projects
MCC/English Cricket Board	Operational/IT audit for Lord's Cricket Ground
Premium Television Ltd.	Ticketing/retail agreements for 76 UK football clubs
The Lowry Centre, Salford	Ticketing strategy and system specification
Theatrical Management Assoc.	Production and presentation of ticketing report
Royal Shakespeare Company	Establishment of central sales facility for UK
Oxford University/Southern Arts	Feasibility study into city-wide facility for Oxford
Lighthouse, Poole	Full systems audit, full ITT for replacement ticketing system
Synchro Systems Ltd.	Analysis of UK Arts market
Royal National Theatre	Analysis of membership database
London Marketing	Development of ticketing portfolio
TopTix Ltd.	UK business assessment and sourcing of European partner

Career History

09.22 -	Director, Lead Consultant	TicketingConsultancy.com
01.17 - 08.22	Business Development Director (EMEA)	TixTrack (Europe) Ltd.
10.11 - 12.16	Founder, Lead Consultant	TicketingConsultancy.com
06.13 - 12.16	Co-Founder and Director	ReVenue Management Consultancy Ltd.
09.12 - 05.13	Co-Founder and Chair	The Ticketing Technology Forum
07.08 - 10.11	VP International Business Development	TopTix Ltd.
01.07 - 12.07	Senior Operations Manager	Seatwave Ltd.
09.04 - 12.06	Freelance Consultant	Pinchbeck Ticketing Ltd.
03.02 - 09.04	Sales Manager	Royal Shakespeare Company
09.00 - 03.01	Promotions Director	Fingertips Media Ltd.
11.97 - 02.02	Freelance Consultant	Pinchbeck Ticketing Ltd.
01.96 - 09.97	Marketing Manager	First Call ticket agency
01.93 - 12.95	Inventory/Operations Manager	First Call ticket agency
04.89 - 12.92	Sales Assistant	First Call, Keith Prowse, Stoll Moss

Career Summary

John established TicketingConsultancy.com to specialise in high-level business consulting and digital transformation.

John was engaged by TixTrack Inc. to establish a European subsidiary for the sale, support and development of their mobile-first ticketing and analytics/pricing software. John subsequently built up TixTrack's presence in the UK to include 17 West End theatre Clients and a head count of twelve.

In June 2013 John Co-Founded ReVenue, a specialist consultancy offering independent advice and practical assistance in all aspects of Revenue Management within the live entertainment industry. Clients included Cirque du Soleil, Munster Rugby and Leinster Rugby.

As VP International Business Development at TopTix Ltd., John was responsible for sourcing new Distributors, Partners and Clients in over 25 different territories. John assisted in the establishment of new Distributors in Asia Pacific, North America, South Africa, the United Kingdom and the Republic of Ireland. As part of this brief John was responsible for high-level business strategy and contract negotiations.

As Senior Operations Manager of Seatwave Ltd. John was responsible for telesales, customer support, ticket fulfilment and office management in an aggressive secondary market start up. John built the Operations Department from one employee to twenty, created a multi-lingual contact centre and established satellite operations in five European countries in the space of eleven months.

As Sales Manager for the Royal Shakespeare Company, John was responsible for the sale of up to one million tickets p.a. for the RSC's three venues in Stratford, its London transfers, and elements of its regional and International tours. He ran a team of twenty seven staff, based in Stratford, who sold tickets via the traditional Box Offices and a central Hotline/Call Centre facility.

As Marketing Manager for First Call ticket agency John was responsible for maintaining a database of several hundred thousand customers, and conducting direct mail and telemarketing campaigns with third parties such as British Airways, Lufthansa, Air Miles, Times Newspapers ltd, Associated Newspapers, Marks & Spencer, House of Fraser, Sears, Mastercard, American Express, Barclaycard, Vodafone, Orange, Sony etc.

As Operations Manager at First Call John managed the sale of over two million tickets p.a. for a range of London and UK venues and managed overflow telesales and data-capturing operations for seven West End theatres alongside the Royal Opera House, Royal Academy, National Gallery, Tate Gallery, British Museum, V&A, the Edinburgh Festival, ENO, English National Ballet, the Albert Hall, the Old Vic, the King's Theatre Glasgow, Riverside Studios, Wembley Stadium, Wembley Arena, Earl's Court and London Arena.

John entered the sector as a telesales operator in both the First Call and Keith Prowse ticket agency phone rooms. He also worked in most of the Keith Prowse ticket shops and several Stoll Moss theatre box offices.

Contact

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