

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
- Founder and Director of www.TicketingConsultancy.com

Notable Consultancy Projects

English National Opera/London Coliseum
Fiery Angel Productions
Fiery Entertainment
Fierylight
The Society of London Theatre
Interactive Theatre International
easy-connect
TixTrack Inc.
Really Useful Theatres Ltd.
Time Out Digital Ltd.
AEG/AXS
Really Useful Theatres Ltd.
Guardian News & Media Ltd.
Leinster Rugby
Leinster Rugby
Cirque du Soleil
Munster Rugby
Oshi Software (www.tickets.ie)
The Ambassador Theatre Group Ltd.
Arts Council of Northern Ireland
Arts Council of England
The Royal Opera House
Hong Kong Home Affairs Bureau
Yorkshire & Humberside Arts
The Society of London Theatre
New Millennium Experience Co.
Wembley International
MCC/English Cricket Board
Premium Television Ltd.
The Lowry Centre, Salford
Theatrical Management Assoc.
Royal Shakespeare Company
Oxford University/Southern Arts
Lighthouse, Poole
Synchro Systems Ltd.
Royal National Theatre
London Marketing
TopTix Ltd.

Full RFP process to source and replace ticketing/fundraising systems
Business Development, marketing and systems review
Contract negotiations, recruitment
Business Development, enhanced distribution
Review of ticketing services and recommendations
Systems audit and procurement
Market Entry advice and introductions
Market Entry, Business Development
Full ITT for replacement ticketing system
Live Entertainment ticketing strategy/Business Development
Market Entry (West End and Broadway)
Operational Audit, and long-term Business Development
Strategic advice on events, venues and Guardian Membership
Request for Proposals project (Ticketing and CRM)
Demand-based Pricing for '14/'15 Season
Bespoke Revenue Management system development
Demand-based Pricing for '14/'15 Season
Strategic Business Development advice
Market Research/System Selection in Overseas territory
Feasibility study into centralised ticketing facility
On-line ticketing strategy report
Drafting of sub-agency agreements
Feasibility study into privatising regional ticketing service
On-line ticketing consultancy
Feasibility/development of on-line ticketing etc.
Ticketing applications for the Millennium Dome
Various licensing and installation projects
Operational/IT audit for Lord's Cricket Ground
Ticketing/retail agreements for 76 UK football clubs
Ticketing strategy and system specification
Production and presentation of ticketing report
Establishment of central sales facility for UK
Feasibility study into city-wide facility for Oxford
Full systems audit, full ITT for replacement ticketing system
Analysis of UK Arts market
Analysis of membership database
Development of ticketing portfolio
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.

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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