



Letter of Reference for John Pinchbeck – External Ticketing Consultant

It has been a pleasure to work with John Pinchbeck on the successful procurement and implementation of ENO's new ticketing system. From the outset, John demonstrated a rare ability to quickly understand the organisational challenges that had previously hindered progress in this area, and to address them in a way that set us up for lasting success.

He brought together colleagues from across multiple departments, encouraging open discussion and ensuring every voice was heard in shaping the requirements. His approach gave teams the confidence to engage fully with the process and take ownership of their part in it. Throughout, he kept the project on track, managing a complex and ambitious timetable while maintaining a clear focus on long-term objectives.

John provided the reassurance of a trusted and highly capable partner, winning the confidence of the organisation and building strong working relationships at every level. His leadership of the project ensured the system launched on time with minimal disruption, despite the scale and pace of the change.

This was a significant undertaking in a short timeframe, yet John ensured we did not compromise the integrity of the project, encouraging us to remain focused on our immediate needs. His work has not only delivered a successful implementation, it has also laid the foundations for growth, innovation and more integrated working across the organisation.

I would have no hesitation in recommending John for similar projects that require technical expertise, clear leadership, and the ability to unite people behind a shared goal.

A handwritten signature in black ink, reading 'J. Mollica', is positioned above the printed name and title.

Jenny Mollica
Chief Executive Officer