

# VICE PRESIDENT OF MARKETING AND SALES

Notes Live | Colorado Springs, CO





# Notes Live

## Why Music As A Business Model

Live Music is the #1 leisure category in the world. Over the next nine years, the live music industry is forecast to grow by more than 32%. Ticket sales, fan counts, and sponsorships are at an all-time high and continue to grow at a record-breaking pace. By 2030 Goldman Sachs estimates the music industry revenue will top \$153 Billion.

However, many existing venues are old and in disrepair, and they don't offer the features of a world-class entertainment venue. Notes Live is one of the fastest-growing entertainment and hospitality companies in the United States. We're building the most luxurious and immersive music venues across the nation, in carefully selected markets to attract major musical acts and their fans.

Notes Live is unlike any other hospitality or entertainment company in the world. We take our commitment to excellence and delivering the ultimate fan and artist experience very seriously and aim to express that driving purpose in every aspect of the venues and campuses we build across the country.

As one of the most sought-after entertainment companies in the U.S., municipalities and state governments regularly solicit our offerings and support our initiatives. They know that Notes Live has the skill and capability to deliver world-class experiences with an unmatched level of quality and professionalism.

### OUR PLANS FOR THE FUTURE

We plan to expand into ten markets over the next five years, poised to become the preferred choice for consumers and entertainers alike.

Notes Live intends to go public on the New York Stock Exchange this year under the trading symbol VENU, so opportunities are available to invest in the stock, our lifetime fire pit suites, naming rights, corporate sponsorships, and industry or vendor partnerships.





## VENUES

### Getting our start in Colorado Springs

Our first sunset Amphitheater in Colorado Springs, Colorado, opening in the Summer of 2024, will match Red Rocks' seating capacity while providing a much more luxurious experience that fans will revere.

The venue will include a variety of 5-star amenities, including:

- Roth's Seafood & Chophouse
- Brohan's Manhattan-esque Bar
- Privately Owned VIP Fire Pit Suites
- Corporate and Private Suites
- Fixed Bowl Stadium Seating
- Synthetic Grass General Admittance

This \$60 Million project had a total of 90 fire pit investment suites, which sold out in a record 22 weeks.

### Our Boutique Indoor Venues

#### Boot Barn Hall

Designed and built to meet our world-class standard of hospitality and entertainment, our Boot Barn Hall locations are more than just venues - they are an experiential music destination.

Each indoor, intimate location hosts more than 100 live music concerts annually featuring A-list, local and regional talent.

#### Bourbon Brothers Smokehouse & Tavern

Make yourself at home! Our award-winning, Southern-themed restaurants offer American classics from our scratch kitchen that appeals to even the most discerning palate.

Warm hospitality and a penchant for tantalizing meals, great BBQ, and over 150 rare Bourbons attracts foodies from across the country.

### Venue Locations

#### **Current**

- Colorado
- Georgia

#### **Future**

- Oklahoma
- Tennessee
- Texas



## POSITION SUMMARY

The Vice President of Marketing and Sales assumes a pivotal role in orchestrating the company's marketing endeavors, encompassing campaign innovation, brand stewardship, patron cultivation, and digital marketing strategies. The incumbent will wield their expertise to bolster brand recognition, foster customer allegiance, and propel revenue expansion for the company, primarily through food and beverage, patron ticket sales, and exclusive events. An astute grasp of evolving trends in live entertainment marketing, coupled with an unwavering dedication to data-driven analytics, defines this role. The incumbent is expected to engender cross-functional collaboration and adeptly lead a team in conceiving and executing transformative marketing initiatives that yield tangible outcomes and drive pioneering advancement.

**Reports To: President and Chief Operating Officer.**

**Direct Reports: Marketing, Graphic Design, Ticketing, Private Event Sales, PR Firm, Digital Agency of Record.**

## KEY LEADERSHIP RESPONSIBILITIES

- Forge a synergistic partnership with all departments, harmonizing marketing, creative, community relations, communications, sales, sponsorship, business development, and guest services endeavors.
- Champion an inventive, all-encompassing VIP and Patron experience strategy.
- Collaborate with subcontracted vendors and creative teams to sculpt resonant concepts.
- Leverage collaborative executive insight and business analytics to ideate, monitor, and appraise marketing and sales decisions and campaigns.
- Collaborate seamlessly with the Business Development team to align with corporate and partner objectives.
- Pioneering the leadership of an accomplished in-house and external marketing and sales team, providing coaching and growth prospects.
- Foster enduring affiliations with critical associates, vendors, and agencies to ensure seamless project execution.
- Monitor progress against established budgets and present status reports for all endeavors.
- Fulfill any additional duties as assigned.

## MARKETING RESPONSIBILITIES

- Formulate and spearhead a multi-dimensional marketing and brand strategy geared towards amplifying revenue prospects across diverse channels while crafting a narrative that impels captivating storytelling.
- Innovate preeminent digital, mobile, social, content, and influencer strategies.
- Navigate media acquisition strategies and target nascent demographics and future growth.
- Articulate strategic communication goals, overseeing the evolution of concepts from inception through to the precise direction of all campaigns.
- Utilize analytics to quantify outcomes and evaluate measurable metrics.
- Employ a comprehensive, multi-pronged approach to marketing campaigns.
- Craft and implement inventive marketing blueprints that will result in business expansion.
- Remain abreast of nascent marketing paradigms and best practices, applying them discerningly to our marketing initiatives.



## SALES RESPONSIBILITIES

- Originate, oversee, and evaluate a Group Ticket Sales campaign.
- Collaborate with internal and external Ticket Sales Vendors, Service & Operations, Business Analytics, and other units.
- Generate revenue across individual ticket sales and ancillary revenue channels.
- Collaborate seamlessly with the Business Development team to monetize assets that align with corporate and partner objectives.
- Catalyze quantifiable business expansion through inventive marketing and sales blueprints.

## FINANCE RESPONSIBILITIES

- Monitor progress against established budgets and present weekly, monthly, quarterly, and annual status reports.
- Utilize business analytics to evaluate marketing decisions and optimize outcomes.

## KEY CHARACTERISTICS

- **Strategic Vision:** A strategist capable of envisioning the organization's future direction, setting overarching goals, and developing comprehensive strategies that align with both short-term and long-term objectives.
- **Collaborative Approach:** Excel at building relationships and fostering cooperation, bridging gaps between marketing, sales, creative, and other functional areas.
- **Innovation and Creativity:** Constant innovation to develop strategies, marketing campaigns, and experiences. The leader should encourage creative thinking and promote a culture of continuous improvement.
- **Communication Mastery:** Effectively convey the company's vision, strategies, and expectations to teams, stakeholders, and external partners.
- **Adaptability:** The leader should be adaptable and comfortable working in a dynamic entrepreneurial environment.
- **Data-Driven Decision Making:** Have a solid understanding of business analytics, using data to inform and evaluate decisions.
- **Team Leadership and Development:** Provide mentorship, guidance, and opportunities for growth.
- **Problem-Solving Acumen:** Ability to identify challenges and develop solutions.
- **Results-Oriented Mindset:** Achieving measurable results.
- **Industry Expertise:** Staying up-to-date with the latest marketing trends, emerging paradigms, and best practices.
- **Ethical and Professional Conduct:** Demonstrating integrity, ethical behavior, and professionalism while managing diverse teams and partners.



### Ideal Experience

- Bachelor's Degree is preferred.
- A minimum 5 years of experience as a leader or individual contributor marketing live events for an arena, stadium, or performing arts venue.
- Experience marketing live events through digital, social, travel media, and print.
- Experience elevating ticket revenue and food and beverage revenue through marketing efforts.
- Able to lead Public Relations and Digital Marketing Agencies.
- Experience with AXS ticketing is preferred but not required.
- Knowledge of ticketing software and Microsoft Office Products.

### Top Priorities/Goals for the first 6-12 months

- Analysis of markets, assets, product offerings, create a marketing campaign, monitor and measure.
- Set benchmarks for marketing campaigns, measure, adjust, and succeed.
- Manage 3rd party PR and Marketing Agencies.
- Increase revenue in Private Event Sales.
- Increase revenue in ticket sales.



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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Mark Gnatovic.**

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