



## John Pinchbeck *Lead Consultant*

### **Profile**

- 33+ years' experience working with Venues, Rights Holders, Ticket Agencies and System Suppliers
- 12 years' experience as a freelance ticketing and pricing consultant
- 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
- Covering both the Commercial and Subsidised Sectors
- Extensive experience in operational audits, contractual negotiations and commercial strategy
- Specialist experience in eCommerce and Mobile Ticketing
- Particular interests in Regional and National Distribution, and Dynamic Pricing/Yield Management
- Founder and Director of [www.TicketingConsultancy.com](http://www.TicketingConsultancy.com)

### **Recent Consultancy Clients**

TixTrack Inc.	Market Entry, Business Development
Really Useful Theatres Ltd.	Full ITT for replacement ticketing system
KB Group	Business Development assistance
Red61	Revenue Management consultancy
Time Out Digital Ltd.	Live Entertainment ticketing strategy/Business Development
AEG/AXS	Market Entry (West End and Broadway)
Really Useful Theatres Ltd.	Long-term Business Development
Guardian News & Media Ltd.	Report on Distribution Options for Guardian Membership
Leinster Rugby	Request for Proposals project (Ticketing and CRM)
Really Useful Theatres Ltd.	Technical Audit (Adlephi Theatre)
Really Useful Theatres Ltd.	Implementation of Operational Audit
Leinster Rugby	Demand-based Pricing for '14/'15 Season
Opera North	Ticketing Options Report
Cirque du Soleil	Bespoke Revenue Management system development
Munster Rugby	Demand-based Pricing for '14/'15 Season
Guardian News & Media Ltd.	Strategic Live Entertainment/ticket industry research/advice
Leinster Rugby	Revenue Management Scoping Study
Oshi Software (www.tickets.ie)	Strategic Business Development advice
Really Useful Theatres Ltd.	Technical, Commercial and Operational Audit
Warwick Arts Centre	Ticketing System Audit and Specification
Xperiology Ltd.	Event development and programming
Systematic Marketing Ltd.	SWOT Analysis
The Ambassador Theatre Group Ltd.	Market Research/System Selection in Overseas territory
Joburg Theatres	Marketing Assistance
Smart Fan Ltd.	Sales and Business Development Assistance

### **Previous Consultancy Clients**

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 services

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
Reuters / BMP interaction	Provision of on-line ticketing for Sportsweb site
The Lowry Centre, Salford	Ticketing strategy and system specification
Theatrical Management Assoc.	Production and presentation of ticketing report
Cityspace Ltd.	Business assessment and development
Soho Theatre Ltd.	Ticketing system advice
David Dixon Associates	On-line ticketing advice
Ericsson / Informed Sources	UK ticketing advice
The Fortune Theatre	Ticketing system advice
Ticketingsolutions.com	Market research, SWOT analysis etc.
Ticket Hellas	Sourcing of European partner
Arts Alliance	Research / feasibility of online applications
Royal Shakespeare Company	Establishment of central sales facility for UK
Oxford University/Southern Arts	Feasibility study into city-wide facility for Oxford
Lighthouse, Poole	Project managing replacement ticketing system
Lighthouse, Poole	Full systems audit, full ITT for replacement ticketing system
The Wigmore Hall	Systems audit
TS.com	UK marketing and business development
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
Seatwave Ltd.	Sourcing of integrated CRM system

## Career History

09.22 -	Founder, 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.
01.14 - 06.14	Co-Founder and Chair	L.E.T.T.S. 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
01.95 - 12.95	Operations Manager	First Call ticket agency
01.93 - 12.94	Inventory 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 emerging industry trends such as mobile ticketing, social ticketing, dynamic pricing and ticketing portals.

In May 2016 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 was so impressed with the company and its approach to product development that he took a full-time position as Business Development Director (EMEA). John subsequently built up TixTrack's presence in the UK to ten West End theatre Clients and a head count of 12.

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 to date include Cirque du Soleil, Munster Rugby and Leinster Rugby.

In September 2012 John Co-Founded The Ticketing Technology Forum, a live and online forum designed to showcase and discuss the latest technological innovations within the live entertainment ticketing industry.

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.

During John's tenure, TopTix were developing a brand new ticketing system and John's brief included input into this development from a user's perspective, and all marketing initiatives including online, trade shows, press and publicity. TopTix' new system was the most ambitious and technically advanced in the market. John was given a unique insight into the design, development and implementation of this very sophisticated system from the core TopTix team and from Microsoft Specialist Consultants engaged on the project.

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. Alongside the sale of tickets, John was responsible for the management of a database containing over 550k customer records, including over 27,000 fee-paying RSC Members. The RSC web site sold over £1m worth of tickets p.a., and John was engaged in sourcing a new ticketing/CRM system for the RSC's global operations.

Fingertips Media Ltd was a start-up company (funded by Channel 4) which developed bespoke personalisation software enabling highly targeted advertising across a series of co-branded entertainment web sites (a forerunner to Google AdWords).

As Marketing Manager for First Call ticket agency John was responsible for maintaining a database (including audience profiling and post-code analysis) of several hundred thousand individual, group and educational customers, and conducting direct mail and telemarketing campaigns. He negotiated allocations and rates with producers and venues, and developed promotional opportunities 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, Standard Chartered Bank, Vodafone, Orange, Sony etc.

As Inventory/Operations Manager at First Call John managed the sale of over two million tickets p.a. for a range of London and UK venues including theatres, cinemas, exhibitions, museums, galleries, stadium and open-air concerts, festivals, sporting events and comedy clubs. His responsibilities included contractual negotiations, database management, and the implementation of software modifications and up-grades to a bureau ticketing system used by seven London theatres and London Arena, all of which overflowed into First Call's call centre.

In this role John also managed overflow telesales and data-capturing operations for 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, the 40<sup>th</sup> and 41<sup>st</sup> London Film Festivals, Wembley Stadium, Wembley Arena, Earl's Court and London Arena.

Prior to this position John worked 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 retail outlets, and in the box offices of The London Palladium, The Theatre Royal Drury Lane, and the Lyric Theatre, Shaftesbury Avenue.

## Contact

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URL: [www.ticketingconsultancy.com](http://www.ticketingconsultancy.com)