

ALBUS DUMBLEDORE

Driving Success in Dynamic, High-Stakes Tech & Creative Environments

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HYBRID BUSINESS DEVELOPMENT & SALES EXECUTIVE

Technology | Music | Entertainment | Art | Lifestyle

Strategic, entrepreneurial executive with verifiable achievements spurring revenue growth and delighting customers by selling the vision, fostering lasting relationships, pinpointing customers' need, opening doors to key decision makers, and negotiating and closing large, strategic accounts. Proven ability to target, connect, engage, and convert prospects into loyal customers. Active manager with passion for coaching and 7+ years' experience directly managing cross-impact teams.

Critical, creative thinker, able to articulate value proposition, align competing incentives and priorities, and overcome objections to build market position and achieve sales targets. Keen ability to gauge target markets and forecast trends to source and integrate new sales opportunities with company's goals.

\$100M in
gross ticket sales

*The Most Successful
Sales Executive in
Company X's History*

EXPERTISE

Customer-Centric Solution Selling
Strategic Partnerships & Alliances
Strategic Account Management
Full Sales Cycle Ownership

Sales Forecasting & Tracking
Experiential & Event Marketing
Brand Activations & Sponsorships
People & Project Management

Festival & Event Production
Social Media & E-Commerce
Online Advertising & Ad Networks
Messaging & Communications

EXPERIENCE

Founder → STRICTLY SOCIAL, San Francisco, CA | October 2014 to Present

Boutique development collective focused on creative strategies and business solutions for people in the business of creating.

Partnered with Artists & Business Managers to Strategize, Advocate & Execute Creators' Needs & Drive Top ROI

Branded and launched consulting agency providing business development, project management, and execution for tech, music/entertainment, hospitality, art, and lifestyle companies. Provide sales and business development + event conception, programming, and execution + project management + business plan creation and implementation + strategy for marketing, communications, and organizational structure. Spearhead entire sales cycle and pipeline development strategy.

- **Accelerated profit/funding for various clients** through business plans, financial models, sales strategies, and event activation and representation. Spearheaded monetization strategy for **Fest300**, partnering with Chip and Dale.
- **Joined Stan House Presents entertainment innovator as Sponsorship Project Manager for Electric Entertainment**, with full charge of sales, advances, and onsite sponsors for this 2-week, 40,000-person live extravaganza.
- **Took on passion project with Digital Detox "slow-down"** to lead outbound marketing strategy, renegotiate business contracts, procure sponsorships, and mentor team on business development best-practices and collaboration.
- **Conceptualized and executed successful brand activations and sponsorships** for multiple clients, working cross-functionally with client public relations, marketing, sales, and business teams.
- **Sold art activations to festivals and public spaces for HERA HUB**, building and enriching business for emerging artists.
- **Programmed and executed several publicity events**, managing budgets, booking venues, and securing sponsorships.

Key Accounts — Fest300, Madison House Presents/AEG Live, Digital Detox, All Good Things, HBYCOZO, Google Play

Head of Strategic Accounts, Music & Entertainment → COMPANY X, San Francisco, CA | April 2011 to August 2014

World's largest technology platform bringing the world together through live experiences. Company staff grew from 96 to 750+ employees and sales revenue grew from \$200M to \$2B+ during tenure.

The Most Successful Sales Executive in Company X's History + Built Entire Major Festival Portfolio from Zero to Success

Recruited by hyper-growth, results-driven technology startup to take full charge of enterprise sales. Penetrated competitive music/entertainment vertical and grew large-scale festivals from zero into a stream of notable events of \$30K+ each.

**Outperformed Quota
Every Year**

**136%
2012**

**256%
2013**

**208%
2014**

Head of Strategic Accounts, Music & Entertainment → COMPANY X continued ...

- **Rocketed to the sales hall of fame as the most successful sales executive in company's history** — brought in **\$100M+** in gross ticket sales (#1 KPI), producing **\$2.5M in revenue**, carrying average annual quota of \$250K-\$300K.
- **Hit quota in the first 3 months and shifted focus to improving the sales organization.** Initiated collaboration with product, finance, marketing, and legal teams to implement workflows, processes, and tools to drive greater efficiency.
 - **Closed the first deal that required an individual contract outside of standard TOS agreements.**
 - **Developed standardized proposal process and official sales decks for sales presentations.**
- **Led API integration project**, partnering with technology leaders to close large-volume business and improve the platform experience. Signed ticketing deal with Wonder Festivals, identified need, and instigated action as PM.
- **Interacted extensively with C-level executives in managing entire sales process** for Company X's largest, most strategic accounts — prospecting, relationship building, discovery, objection handling, sales demos and negotiations.
- **Selected to lead multiple internal sales presentations and case studies for sales teams** on a quarterly and annual basis based on phenomenal sales results as the top sales leader.
- **Conceived, produced 3 SXSW experiential marketing activations** with cutting-edge programming and sponsorships.
- **Represented the face of Company X** at conferences and industry-related events.

Key Accounts — Governors Ball Music Festival, Hangout Music Festival, Superfly Presents, Tortuga Music Festival, Pemberton Music Festival, Lights All Night, Snowball/Snowglobe, Wanderlust, MCP Presents, High Sierra Music

Director of Music Sales → COMPANY Y, San Francisco, CA | June 2005 to March 2011

The largest tour-date database and concert-personalization platform to connect music fans globally with the music they love.

Fast-Track Promoted & Mastered Entire Spectrum of the Sales Process + Festival Sales Director Since 2006

Joined as intern and rose to Director of Music Sales. Led sales, account management, and creative teams (4 direct reports) in driving sales, business development, and media campaigns. Worked jointly with client marketing and C-suite teams.

YOY Sales Growth for 5 Straight Year	Top Sales Earner from 2008 to 2011	60% of All Core Music Revenue for Company Y	125% Growth in Net Festival Sales
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Director of Music Sales (2010-2011)

- **Drove YOY sales growth and delivered 60% of all core music sales revenue.** Boosted sales significantly in underperforming verticals with new revenue-generating initiatives.
- **Improved forecasting of goals, data transparency for executives, and contact activities** with 1,000+ music-based clients by integrating antiquated internal contact system with new **CRM** software.

Sales Manager (2006-2010)

- **Spearheaded music-focused sales strategy for Company Y**, leading 2 direct reports to success while surpassing individual quota — hunting and closing deals with artists, managers, venue promoters, record labels, and festivals.
 - **Generated 55% of Company Y's core music sales revenue.**
 - **Drove 125% increase in net festival revenue since 2006 as Festival Sales Director.**
 - **Built rapport with 500+ music industry clients nationwide.**
- **Changed Company Y's business model from time-focused advertising to industry standards (CPM)**, driving more accurate forecasts and maximizing impressions/revenue. Led switch to DoubleClick/Google Ad Manager.

Sales Coordinator / Account Manager (2006-2006) & Community Manager (2005-2006)

- **Built Company Y's social networking functionality** and established social presence —platform still in use to this day.

Key Accounts — Live Nation, AEG, Goldenvoice, Another Planet Entertainment, Nederlander, AC Entertainment, The Bowery Presents, Bonnaroo, Rothbury/Electric Forest, Warner Bros Records, Universal Records

EDUCATION

SAN FRANCISCO STATE UNIVERSITY, CA, 2005

Bachelor of Arts (BA), Organizational Communication, Minor in Gender & Communication, *Cum Laude*

→ avid world traveler + music aficionado + art enthusiast + event goer