

# Nick Ayler

## Sr. Director / VP – Global Experiences & Operations

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### EXECUTIVE SUMMARY

#### Executive Leader in Experiential Operations & Global Productions

Sr. Director / VP-level operator with 15+ years leading multi-unit experiential environments, global tours, and large-scale events. Oversees 44,000+ sq ft of entertainment, content, and merchandising operations while influencing \$30M+ in annual revenue across festivals, touring, digital activations, and merchandising. Known for building scalable systems, aligning cross-functional teams, and delivering high-pressure, high-visibility experiences for major brands, city partners, and global entertainment organizations.

#### SELECT CAREER HIGHLIGHTS

- Scaled multi-unit operations across 44,000+ sq ft of entertainment, content, and merchandising environments, establishing unified SOPs and KPI frameworks that improved execution speed and operational reliability.
- Influenced \$30M+ in annual revenue across festivals, touring, venue activations, digital media, and merchandise by aligning operations with commercial, creative, and experiential objectives.
- Delivered 300+ productions annually—including festival-scale environments at EDC, Ultra, and Winter Music Conference—ensuring high-precision execution across 300,000+ cumulative attendees per year.
- Led cross-functional teams of 30+ leaders and 1,000+ contractors, implementing performance standards and operational systems that reduced critical failures and increased consistency across large-scale events.
- Oversaw international logistics and operational command for 12+ global artist tours, managing travel, equipment movement, staging, safety, and sponsor deliverables in high-pressure environments.

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### CORE COMPETENCIES

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|--------------------------------------|--|------------------------------------|
| P&L OWNERSHIP (\$30M+)               |  | LARGE-SCALE PRODUCTION (EDC/ULTRA) |
| MULTI-UNIT OPERATIONAL STRATEGY      |  | GLOBAL TOURING & LOGISTICS COMMAND |
| REVENUE & COMMERCIAL GROWTH          |  | EXPERIENTIAL & VENUE ARCHITECTURE  |
| BUDGETING & MARGIN EXPANSION         |  | SAFETY, RISK & CRISIS MANAGEMENT   |
| CROSS-FUNCTIONAL TEAM ALIGNMENT      |  | SOP, KPI & SYSTEMS OPTIMIZATION    |
| ORG SCALING & LEADERSHIP DEVELOPMENT |  | GOVERNMENT & VENDOR PARTNERSHIPS   |

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### PROFESSIONAL EXPERIENCE

#### Director of Operations — Aiur Labs Inc. (JRNY Gallery, JRNY Club, JRNYTV)

2024 – Present | Las Vegas, NV

- Own day-to-day and strategic operations across 44,000+ sq ft of multi-unit experiential space, including a 22K-sq-ft digital art venue, 12K-sq-ft content studio, and 10K-sq-ft merchandising hub.
- Lead staffing, workforce planning, budgeting, forecasting, and cross-departmental workflows across gallery, merchandise, and content divisions.
- Build and implement scalable operational systems, SOPs, and KPI frameworks, improving execution speed and reducing friction across high-volume activations.
- Oversee complex A/V-driven installations and rapid-turn creative buildouts supporting digital creators, city partners, and brand sponsors.
- Strengthen partnerships with City of Las Vegas, First Friday Foundation, and cultural institutions to expand experiential reach and brand impact.
- Oversee global ecommerce and on-site merchandise operations, improving distribution reliability and overall operational efficiency.

## Director of Operations — MadHaus Productions

2019 – 2024 | Las Vegas, NV

- Directed global touring and festival operations for major events including Electric Daisy Carnival (EDC), Ultra Music Festival, Winter Music Conference, and additional large-scale domestic and international programs.
- Influenced \$30M+ in annual revenue across festivals, touring, venue activations, merchandise, and digital productions by aligning operations with commercial, creative, and partnership requirements.
- Managed 1,000+ contractors and 30+ operational leaders, implementing execution standards, crisis protocols, and cross-functional alignment across multi-day, high-pressure environments.
- Delivered 300+ productions annually, maintaining flawless show execution, technical precision, permitting compliance, and backstage/artist logistics for 300,000+ cumulative attendees per year.
- Oversaw international logistics for 12+ global artist tours, managing travel, equipment transport, freight, venue coordination, safety, and sponsor deliverables in high-stakes markets.
- Upgraded vendor management, negotiation, and contingency planning systems, reducing production failures and improving cost efficiency across the entire touring portfolio.

## Director of Entertainment — Infusion Beach Club & Infusion Nightclub

2014 – 2019 | Palm Springs, CA

- Spearheaded entertainment programming and operational delivery for two high-volume hospitality venues, managing talent, creative direction, guest experience, and daily show operations.
- Partnered directly with the CEO to define product vision, entertainment strategy, and operational standards that contributed to \$4.5M+ in annual sales.
- Improved operational consistency and reduced critical system failures by 15% through redesigned workflows, clear cross-functional roles, and standardized show execution processes.
- Managed vendor relationships, contracts, artist logistics, and large-scale themed events while ensuring compliance, safety, and flawless run-of-show performance.

## Managing Director — Nightlife America

2009 – 2014 | Multiple U.S. Markets

- Oversaw multi-venue nightlife operations, entertainment programming, touring events, and brand partnerships across several major U.S. markets.
- Drove significant revenue increases by redesigning operational systems, venue workflows, and talent programming strategies.
- Managed P&L oversight, staff leadership, vendor negotiations, and partnerships with major labels, artists, and entertainment brands.
- Established organizational structure, SOPs, and performance frameworks that enhanced execution quality, guest experience, and market presence.

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## EDUCATION

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### High School Diploma

- Niagara Wheatfield High School

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## ADDITIONAL INFORMATION

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- **Languages:** Intermediate level: French, Spanish, Latin | fluent in English
- **Certifications:** Ableton Sound Engineer (Live License), Project Management Tech (PMT).
- **Awards/Activities:** St. Jude, Make A Wish Foundation, National Honor Society, 3 time record breaker of Highest Sales on Record for Atlantic Records (2016, 2017, 2018), Lead the Product Vision Committee in surpassing \$4.5 million in annual sales with Infusion Beach Club (2018), Most Innovative Employee of the Year (2020), Onboarding Project Lead (2023)