

## ABOUT ME...

With over 15 years in experiential marketing, I have led the creation of award-winning brand experiences and collaborations that have redefined how audiences connect with culture and commerce all over the world.

My work has brought to life projects with globally recognized talent, including Pharrell Williams, Kevin Hart, Takashi Murakami, and Travis Scott. I have also lead immersive campaigns for brands such as Adidas, Lexus, Microsoft, JPMorganChase, and Nike.

### LEADERSHIP & TALENT

## Raves, Merch Drops and Games: How Complex's Neil Wright Does Experiential

A background in visual merchandising—and a lot of hustle—led to launching ComplexCon

SEPTEMBER 19, 2022



Neil Wright launches and oversees franchises including ComplexCon and ComplexLand.



BY MARK STENBERG



As the head of collaborations and experiential at Complex Networks, where he has been charged with launching and overseeing franchises like ComplexCon and its virtual sister event, ComplexLand, Neil Wright has come a long way from his first foray into event marketing: canvassing music festivals at dawn to promote underground raves in 1990s Los Angeles.



Full AdWeek Profile: <https://www.adweek.com/media/raves-drops-games-complexcon-neil-wright/>

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# PRIOR WORK AND EXPERIENCE

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**Complex NTRK**  
**SVP, EVENTS & EXPERIENTIAL**

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Since March 2024, I have served as the Senior Vice President of Events & Experiential at Complex NTRK, overseeing the company's entire event portfolio—including flagship experiences like ComplexCon, the newly acquired Family Style food festival, the Complex LA shop, and events at other cultural tentpoles, like New York Fashion Week and Art Basel. I lead a multidisciplinary team of ten responsible for talent booking, operations, sales, marketing, culinary logistics, and venue negotiations. In this role, I cultivate strong relationships with global brands, artists, performers, and agencies to drive participation across our events. Under my leadership, ComplexCon's gross revenue grew by 20% from 2024 to 2025.





# WHO DECIDES WAR x NYFW

SEPTEMBER 2024 | NEW YORK, NY







# VERDY x COMPLEX MIAMI

DECEMBER 2024 | MIAMI, FL







# EMINEM 'DEATH OF SLIM SHADY' POP-UP

JULY 2024 | LOS ANGELES, CA





## Hartbeat VICE PRESIDENT, LIVE & EXPERIENTIAL

From December 2022 to August 2023, I served as Vice President of Live & Experiential at Hartbeat, where I strategized and developed a slate of profitable, engaging, and distinctive comedic tours and live events for the company and its family of sub-brands. I negotiated venue deals across clubs, theaters, and arenas, while proactively meeting with leading comedy agents, managers, promoters, producers, and agencies to source opportunities and strengthen industry relationships. In this role, I oversaw event P&Ls and all associated workflows—including calendar planning, contract negotiations, creative ideation, go-to-market strategy, production oversight, and comprehensive financial reporting—to ensure seamless execution from concept to delivery.



## Complex Networks/Buzzfeed HEAD OF COLLABORATIONS & EXPERIENTIAL

From February 2020 to November 2022, I served as Head of Collaborations & Experiential at Complex Networks/BuzzFeed, where I led the strategy, development, and planning for the experiential division. I architected the launch of ComplexCon from the ground up—building a groundbreaking festival and exhibition that blended fashion, pop culture, music, art, and food—while also creating new virtual and physical event franchises and pop ups with collaborative partner Takashi Murakami and stand alone events such as ComplexLand and ComplexCon(versations). I oversaw integrated marketing plans and go-to-market strategies across digital, social, and out-of-home, and led cross-functional teams spanning sales, merchandising, and operations.





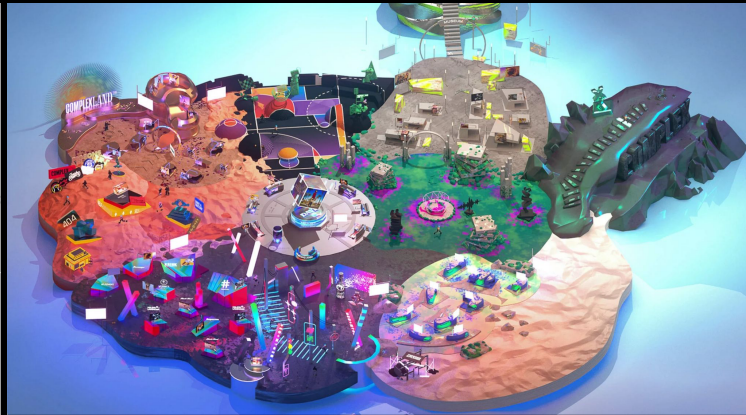
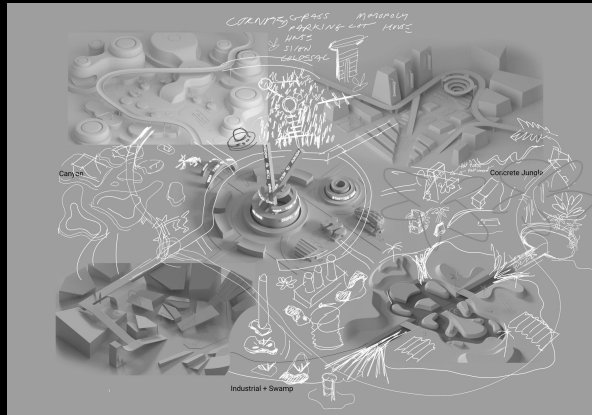


# TAKASHI MURAKAMI 'THE OCTOPUS EATS ITS OWN LEG'

JUNE-AUGUST 2017 | CHICAGO, IL

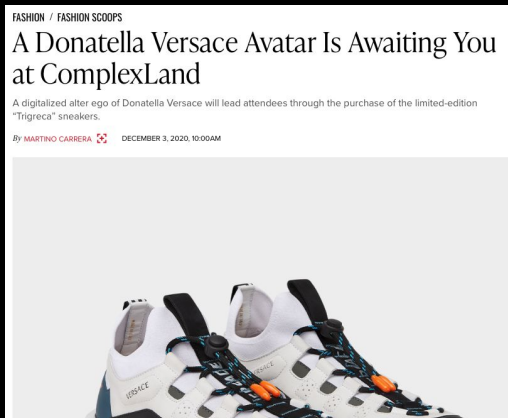






# COMPLEXLAND

2020 - 2022 | COMPLEXLAND.COM





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# PRESS & OTHER COVERAGE

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# THANK YOU

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