



BRICE TURNER

MEDIA & EVENTS EXECUTIVE

Respected and proven media and events executive with a specialized focus in the live events industry. More than a decade of experience managing ticketing operations and business development for departments grossing \$30M plus, annually.

Proven track record of leading sizable and cross functional teams through periods of strategy, implementation, measurement, scale, growth & acquisition.

CORE COMPETENCIES

- Strategic Business Planning
- Financial & Contract Negotiations
- Profit & Loss Management
- Budgeting & Cash Flow Optimization
- Relationship Management
- Team Building & Leadership
- Cost Reduction & Avoidance
- Process Redesign & Change Management

Technical Skills

- Microsoft OneDrive & Office Suite
- Google Suite For Business
- Various Web & E-Commerce Platforms (Shopify, Wordpress, etc.)
- Various Ticketing Platforms (Ticketmaster, Eventbrite, etc.)
- Various CRM Providers (Monday, Salesforce, etc.)
- Various HR Tools (Gusto, Zenefits, Workday, etc.)
- Various Affiliate Providers (Affiliate Window, ShareASale, etc.)
- Various Communication Platforms (Zoom, Dialpad, etc.)
- Various Marketing Platforms (Campaign Monitor, Hubspot, etc.)
- Various Social Media Platforms (Facebook, Instagram, etc.)
- Various Branding Platforms (Canva, Pitch.com, etc.)

ACADEMIC PROFILE

Belmont University

2003 - 2006

Bachelor of Business Administration

- President, Belmont University Pre-Law Society
- Secretary, Belmont University Copyright Society

CONTACT DETAILS

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PROFESSIONAL HISTORY

Vice President, Revenue

Please & Thank You | 2021 - 2022

- Designed, built & implemented software, personnel and process for ticketing & experience based campaigns across various platforms generating \$9.1M in top-line revenue from Jan 2022 - August 2022

Vice President, Business Development

Endeavor | 2018 - 2021

- Collaborated closely with executive leadership to implement operational efficiencies & drive vertical integration within the Endeavor network of owned & operated properties (UFC, PBR, IMG, 160/90, etc.)
- Centralized goals, KPIs, measurements & work-flows across 3 different companies combined via acquisition in 2018

Vice President, Business Development & Strategy

Wonderful Union | 2012 - 2018

- Worked hand-in-hand with company shareholders to rebrand and reorganize the company in 2015 resulting in a 39% increase in revenue in 2016
- Effectively managed and grew multiple teams across various departments and revenue silos
- Lead the business pipeline and defined relationships with key partner agencies, management companies, record labels, concert promoters, ticketing companies & other third parties
- Implemented changes in operational scope that added \$1.9M in additional revenue 2017 - 2020
- Established international growth in Japan by establishing a joint venture with PIA Corporation
- A member of the leadership team that facilitated the acquisition and integration of Wonderful Union by Endeavor in 2018

Director, Business Development

Warner Music Group | 2010 - 2012

- Led ancillary rights acquisition with WMG labels and their artist rosters (Atlantic Records, Elektra Music Group, Warner Records, Warner Music Nashville, etc.)
- Managed and established work-flow for artist services specifically around live touring
- Lead the business pipeline and defined relationships with key partner agencies, management companies, record labels, concert promoters, ticketing companies & other third parties.

Director, Business Development

Artist Arena | 2006 - 2012

- Grew efficiencies and revenue in both the ticketing & VIP departments
- Defined CRM processes & business pipeline process
- A member of the leadership team that facilitated the acquisition and integration of Artist Arena by Warner Music Group in 2010