

## Senior Leader, Arts, Media & Entertainment | Strategic thinker and relationship builder

*Highly-experienced and entrepreneurial executive with a history of conceptualizing sales, marketing and operations strategies and building high performing teams to increase margins, expand entertainment businesses across North America & Australia; complemented by experience in business operations, live event production, audience development, ticketing & revenue management.*

Track record of achieving business growth yielding \$200M+ revenue by identifying and negotiating new business opportunities, building/growing B2B partnerships, and managing high-valued accounts. Recognized for building departments and implementing strategic plans to exceed pre-pandemic revenue and sales levels while maintaining lower overhead and increasing profit. Renowned for devising innovative and impactful plans, executing communications, direct sales strategies, managing budgets, and leading supply chain operations. Deep knowledge of best practices and technologies to grow an audience that include user acquisition tactics, administering CRM, building retention programs all towards managing to growth revenue targets. Proven expertise in leading, mentoring, and inspiring teams to establish a high-performance work culture for achieving KPIs. Strategic thinker, relationship builder, and problem-solver with an ability to devise innovative strategies and make informed decisions that drive business success in a high-growth organization.

### Core Competencies

- o Team Building & Leadership
- o People Development
- o Event Planning & Execution
- o Audience Engagement Initiatives
- o MM\$ Fundraising & Sponsorships
- o Ticketing Operations/Sales Oversight
- o Diversified Revenue Generation
- o Strategic Account Management
- o New Business Development
- o Commercial Strategy
- o Media and Advertising Planning
- o P&L Management
- o Global Sales & Marketing
- o B2B Partnership Building
- o Expert Client Servicing
- o User Acquisition / Growth
- o CRM & User Retention
- o Stakeholder Coordination

### Professional Experience

TodayTix Group, New York/London HQs Dec 2020 to Present  
VP, Theatre (Partnerships, Merchandising, Ticketing), North America + Australia | General Manager NYC: TodayTix Group

Deliver strategic and growth-focused leadership to manage four divisions, including sales, account management/partnerships, merchandising/promotional marketing, and ticketing operations. Enable the TodayTix to become a portfolio company (TodayTix Group) through successful acquisition of three additional businesses.

- o Brought the NY market (50% of company revenue) back to pre-pandemic revenue and sales levels while maintaining lower overhead and increasing margins by rebuilding three departments and executing a strategy.
- o Tripled partnerships growth (YoY) by growing the roster from to 2000 partners.
- o Drove revenue growth of the organization across more than 12 North American and Australian markets by conceptualizing, leading and executing B2B strategy.
- o Leveraged supply opportunities for consumer demand channels by developing a merchandising program.

TodayTix Group Mar 2017 to Dec 2020  
VP, Partnerships and Operations, North America + Australia

Devised strategic plans and led a high performing team to expand organizational business to the Canadian and Australian markets. Provided strategic direction to steer operations and guest experience departments across North American markets.

- o Yielded \$200M+ of gross revenue annually across 14 cities by building a 15-member team, pipeline and processes to manage 1,600+ B2B partnerships.
- o Achieved 100%+ growth (YoY) and garnered \$20M+ net revenue (per year) via negotiated business development.
- o Grew contracted theatre production and performing arts venue partnerships from 200 (in 2015) to 1,600+ (in 2020), including renowned organizations: Lincoln Center, BAM, Harry Potter...(Global), The Kennedy Center (DC), Cirque du Soleil / Blue Man Group, Sydney Opera House.
- o Doubled market share of Broadway ticket sales through implementation of sales, marketing and partnerships strategies.
- o Played a vital role in securing private equity funding (\$73M, Great Hill Partners) serving as a key member of fundraising team.

## Emily Hammerman

### TodayTix

Dec 2015 to Mar 2017

#### Director of Account Services, US

Delivered effective leadership to build B2B division of ticketing platform from ground up in NYC.

- o On-boarded venue and production partners by establishing philosophy, strategy, and deliverables
- o Oversaw successful implementation of media sales program (for monetizing the platform) and marketing initiatives to diversify the revenue streams while driving \$4M annual profit through the program.

### SpotCo, New York

Jan 2013 to Dec 2015

#### Marketing & Partnerships Manager

Acted as a Client-Facing Manager to administer key accounts, including Lincoln Center Theater, Cirque du Soleil, Scott Rudin Productions, Big Fish (Broadway), NYC Opera, On The Town (Broadway), Sonia Friedman Productions.

- o Drove earned media and marketing exposure by securing brand partnerships and sponsorships across travel, lifestyle, media, fashion/retail verticals, such as American Airlines, Bloomingdales, Inglot, Bloomsbury, PureWow, and Diageo.
- o Led sales distribution efforts across key channels, including Ticketmaster, Broadway.com, Groupon, TodayTix, Travelzoo
- o Formulated marketing and advertising plans for 20 Broadway and institutional clients.

### Harlem Stage, New York

Sep 2011 to Jan 2013

#### Marketing & Development Consultant

Developed digital marketing plans, administered social media platforms, and led community engagement initiatives while managing budgets to steer key organizational projects. Represented marketing initiatives to stakeholders in artistic programming, operations, box office, and leasing departments through interdepartmental collaboration.

- o Drove effective promotion of all productions by creating and collating branded creative assets.
- o Majorly contributed to the planning and successful execution of 30th anniversary fundraising gala.

### Cherry Lane Theatre, New York

Dec 2011 to Jul 2012

#### Head of Marketing

Provided insightful direction for devising and implementing marketing plan for 2012 season. Promoted theatrical events and services across diverse audiences by producing overall print and digital marketing and advertising materials.

- o Spearheaded institutional marketing initiatives in partnership with local businesses, vendors, volunteers, local community board, and cross-promotions with other off-Broadway theatre companies.
- o Led audience development initiatives while planning social media communications, overseeing inventory management, managing the revenue reporting.

## Additional Experience

Teacher | Brootherhood Synagogue, Dec 2008 to Jun 2011

Project Director | Ohel Ayalah, Feb 2011 to Dec 2011

General Manager | NYC Dueling Pianos, Jun 2010 to Feb 2011

## Education & Credentials

---

BFA | Tisch School of the Arts, New York University, New York, NY, BFA

High School Diploma | The Ramaz School, New York, NY, BFA

## Community Experience

---

Founding Member | Broadway Women's Alliance Group

Founding Member | Chain Theatre d/b/a Variations Theatre

## Mentions in Publications

---

### **Bloomberg**

April 2022

[Open Article >](#)

### **The New York Times**

August 2019

[Open Article >](#)

### **The New York Times**

January 2018

[Open Article >](#)



June 2017

[Open Article >](#)