

Commercial Strategy Manager

The Commercial Strategy Manager is responsible for developing, driving, and optimizing the long-term commercial strategy of the stadium business. This role will lead, analyze and support revenue growth initiatives across ticketing, premium hospitality, sponsorship, naming rights, retail, food and beverage, non-matchday events, and ancillary commercial products.

Key Responsibilities:

- Develop and maintain a 3 to 5-year commercial growth roadmap aligned with board and executive objectives
- Conduct market analysis, benchmarking, and competitor landscape assessments
- Identify new revenue streams (e.g., experiential offerings, dynamic pricing, digital monetization, asset optimization)
- Lead annual commercial planning cycles including revenue forecasting and KPI target setting across all business lines
- Partner with all departments to maximize yield per event
- Oversee pricing strategies (dynamic pricing, bundled offerings, tiered hospitality packages)
- Analyze demand elasticity and optimize events mix
- Implement data-driven decision frameworks to increase per-capita spend and utilization rates
- Build and maintain robust financial models for all business areas
- Track commercial KPIs (ATP, occupancy rates, sponsorship inventory sell-through, and conversion rates)
- Provide executive-level reporting with clear revenue insights and risk assessments
- Ensure maximum monetization of inventory and contractual compliance
- Explore technology and data monetization opportunities
- Align commercial strategy with Operations, Finance, Marketing, and Venue Management
- Facilitate cross-departmental execution of strategic initiatives

Experience Minimum Requirements	Education Minimum Requirements
5+ years of experience in commercial strategy, venue management, sports business, entertainment, or hospitality.	Bachelor's degree in marketing, Business Administration, or a related field is required Strong data analytics Sports specific experience is preferred