

## Head of Premium Sales

The Head of Premium Sales is responsible for maximizing revenue from the stadium's premium seating and hospitality offerings through proactive sales, account management, and new business development while building strong client relationships and supporting commercial growth across seasonal and event-based inventory.

### **Key Responsibilities:**

- Lead the sales and account management of the stadium's premium seating and hospitality inventory, including suites, VIP packages, and corporate hospitality offerings
- Drive revenue growth through proactive new business development, outbound sales activity, and management of inbound premium sales enquiries
- Manage and develop the premium sales team, including business development and account management staff, to achieve individual and team revenue targets
- Identify and pursue new market opportunities to expand the stadium's premium client base and maximize revenue across seasonal and event-based offerings
- Build and maintain strong relationships with premium clients to ensure high levels of satisfaction, retention, and repeat business
- Collaborate with stadium leadership and marketing teams to support targeted sales campaigns and initiatives using CRM and market insights
- Monitor sales performance against targets and ensure effective management of the premium sales pipeline to maximize occupancy and revenue across all premium inventory

Experience Minimum Requirements	Education Minimum Requirements
5+ years in hospitality sales or equivalent Strong experience in relationship management and sales Sports specific experience is preferred	Bachelor's degree in marketing, Business Administration, or a related field is required