



Director of Premium Sales, Rose Bowl Stadium

LEGENDS

Founded in 2008, Legends is a premium experiences company with more than 1,500 full-time and 30,000 seasonal team members globally. Legends has six divisions operating worldwide - Global Planning, Global Sales, Hospitality, Global Partnerships, Global Merchandise, and Global Technology Solutions - offering clients and partners a 360-degree service solution platform to elevate their brand and execute their vision. Currently, Legends works with marquee clients across business verticals including professional sports; collegiate; attractions; entertainment; and conventions and leisure. We are the industry leaders in designing, planning and realizing exceptional experiences in sports and entertainment.

THE ROLE

The Director of Premium Sales will be responsible for strategically maximizing the sale of all premium inventory for Rose Bowl Stadium in Pasadena, CA.

ESSENTIAL FUNCTIONS

- Develop ticket sales strategies and campaigns to maximize the sales of season tickets, partial plans, group tickets, corporate hospitality, and premium seating for Rose Bowl Stadium.
- Create and implement regular ticket sales training initiatives to increase sales rep productivity and elevate overall sales team performance.
- Assist the sales team with their outbound cold calling efforts and new business client meetings.
- Analyze historical and current ticket sales data and performance metrics to determine future calling campaigns and new lead sources for the sales team.
- Work to create dashboards and virtual CRM reports to manage and track campaign performance and sales rep productivity.
- Participate in planning meetings to discuss cross departmental revenue opportunities and collaborate with other team members to support and further the sales department goals.
- Assist in the creation and management of the ticket sales budget and business plan.
- Proactively solicit new business by making sales calls, creating presentations, leading sales events and engaging in new client prospecting.
- Responsible for daily revenue tracking, campaign management and the regular communication of sales team performance to the Legends and Rose Bowl Stadium Leadership teams.
- Maintain and grow relationships with Rose Bowl Stadium customers, alumni and athletic department personnel, and be a positive ambassador of the Rose Bowl Stadium brand internally and externally.

QUALIFICATIONS

To perform this job successfully, the candidate must be able to perform each essential duty above at the highest levels. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Minimum of 5 years' experience in high-volume sales management role
- Bachelor's Degree from four-year college or university
- Proven leadership experience in a sales environment including coaching, mentoring, hiring, training, and performance management
- Resourceful and innovative, with an entrepreneurial spirit and partnership-oriented mindset
- Expertise in financial analysis, planning, budgeting and deal structuring
- Excellent interpersonal and communication skills
- Ability to develop and deliver sound recommendations to senior management



- Organization and planning skills, ability to prioritize and handle multiple tasks
- Ability to work both traditional and non-traditional hours (nights, weekends, holidays)
- Ability to delegate effectively
- Knowledge of Customer Relationship Management (CRM) and various ticketing systems

COMPENSATION

Competitive salary, commensurate with experience, and a generous benefits package that includes: medical, dental, vision, life and disability insurance, paid vacation, and 401k plan.

Legends is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, disability, or genetic information.