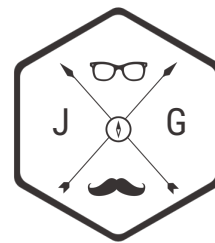


JAMIE GATLEY

SALES, PARTNERSHIPS, ATHLETE & EVENTS MANAGER



PERSONAL INFORMATION

BIRTHDAY	August 22 nd , 1986	LINKEDIN	jamiegatley
PHONE	+ 44 (0) 7917871229	INSTAGRAM	@jamieagatley
EMAIL	jamiegatley@hotmail.com	FACEBOOK	@jamiegatley
HOME	Braunton, Devon, UK	WEBSITE	jamiegatley.com

PROFILE

Currently Head of Sales for Helm Tickets. Over 6 years' experience in sports, digital and technology sales as well as 10 years sports marketing experience. Ranging from sales strategy and execution, partnership and account management, athlete and event management, internationally and regional brand management to the delivery of world class sports projects. I have always worked in fast paced companies that expect a lot of their staff and require their employees to be self-motivated and quick learning.

HEAD OF SALES | JANUARY 2022 – PRESENTS

Helm Tickets, Pynes Hill Business Centre, Exeter, Devon, EX2 5JL

Commercial Sales | Strategy | Forecasting | Business Development

Helm Tickets is an event tech platform that is challenging the industry leaders by creating an event ticketing platform for event planners, by event planners. I was brought in to drive sales and growth in a competitive industry.

- Researched and identified business challenges, solutions, and sales leads within a diverse range of industries.
- Developed and executed adaptive sales strategy to grow the business as we started to come out of Covid-19 pandemic and restrictions.
- Delivered new partnerships that will deliver min of 200% revenue increase in 2022.
- Secured new business partnerships.
- Developed and in-depth understanding of the event ticketing industry to identify key competitors and market opportunities.

PARTNERSHIPS MANAGER | JULY 2016 – DECEMBER 2021

Play Sports Network, 30 Monmouth Street, Monmouth Street Studios, Bath, BA12AP

Strategy | Commercial Sales | Financial Management | Account Management

The Play Sports Network, part of the Discovery Group is the world's leading community of cycling fans and has a truly global reach with millions of cyclists per month enjoying content from their 12 YouTube channels supported by a social network of over 10million followers.

Partnerships

- Responsible for managing key partner relationships and enabling client deliverables to be met through specialist cycling content creation across road, eMTB, MTB and triathlon
- Initiating new brand relationships and integrating them credibly within the channels.
- Delivering ambitious revenue targets through active sales initiatives.
- Working closely with the creative team to deliver a content and partnerships strategy.
- Understanding the cycling media landscape to enable us to always be ahead of the curve.

CO FOUNDER | HOUSE OF APRES | DEC 2015 - PRESENT

House of Après Ltd, Bristol

With co-founder Nick Rees, we launched House of Après, at first a brand built around our DJ's, apparel, and events operating on triple bottom line principles. In the background we worked on our own sparkling brut beer DUETTE. Launched in Autumn 2018 DUETTE is a unique alcoholic drink that is defining a new category in the craft brewing and alcohol world.

PROFESSIONAL EXPERIENCE

JAMIE GATLEY

SALES, PARTNERSHIPS, ATHLETE & EVENTS MANAGER



ATHLETE MANAGER | APR 2013 – FEB 2016

Red Bull Co Ltd, 43 Earlham Street, London, WC2H 9LA

Athlete Management | International Comms | Event Management | Brand Partnerships

Responsible for identifying, recruiting, and managing mainstream and action sports athletes to drive brand credibility and awareness through sport.

Athlete Management & Projects

- Identifying / recruiting talented athletes who fit within wider brand goals and objectives.
- Formulating a rounded activation plan with individual athletes as well as ensuring a high level of brand education for all athletes, enabling them to deliver the brand values.
- Planning, management, and execution of athlete projects in mainstream and action sports. Development of only the most relevant and unique projects, including brand partnerships, to increase awareness and visibility of the brand on a regional and national level.

Events Management

- Working as a key member on national and international events team on events such as Red Bull Cliff Diving, Soap Box and Air Race. Aswell as creating and developing national event projects such as Red Bull Unleashed, Harbour Reach, Weavers, Outrow and Break5.

PROFESSIONAL EXPERIENCE

FIELD MARKETING SPECIALIST | SEP 2010 - APR 2013

Red Bull Co Ltd, 43 Earlham Street, London, WC2H 9LA

Team Management | Event Management | Brand Partnerships

- Sports and events manager for Red Bull in the Southwest of England.
- Regional Brand Events: Devised and ran 4 Red Bull Sports events that successfully targeted over 7 million consumers (16-39 year olds). These events resulted in a brand image growth of 12% (22% - 34%, measured against innovative and cool), which included Red Bull Harbour Reach, one of the most progressive wakeboarding events in the world, Red Bull Weavers and Red Bull Break 5.

JUNIOR REGIONAL EVENTS MANAGER | SEP 2009 - SEP 2010

Red Bull Co Ltd, 43 Earlham Street, London, WC2H 9LA

Event Creation | Event Management | SBM Portsmouth | RBMA Bristol Activation

CAMP MANAGER | DEC 2008 - MAY 2009

Surf Maroc, Taghazout, Morocco

Camp manager | Logistics Coordinator | Staff Management | Marketing

ARCHITECTURAL TECHNICIAN | JUN 2007 - SEP 2009

RGB Architects, Barnstaple, Devon

Technical Drawing | Drawing CAD | Surveying | 3D Modelling

UNIVERSITY OF PORTSMOUTH | SEP 2005 - JUN 2008

Architecture Part 1, BA (Hons) Classification 2.1 - *Creative Design | Planning Law | Structural Design*

EDUCATION

NORTH DEVON COLLEGE | SEP 2002 - SEP 2004

A Level AS Level - *Graphics | Physics | Maths & Statistics* | Critical Thinking | ICT

BRAUNTON COMPREHENSIVE SCHOOL | SEP 1997 - JUN 2002

GCSE - 10 GCSEs | *incl Maths & English*

PROFESSIONAL REFERENCES

MR. PETER STOTHARD

MD, Play Sports Group
E: Available on Request
P: Available on Request

MR. BEN COURTNELL

Head of Sports, Red Bull UK
E: Available on Request
P: Available on Request

MR. ROB SMYTH

Head of Commercial, LTA
E: Available on Request
P: Available on Request