



Company: Tampa Bay Buccaneers
Title: Chief Revenue Officer
Reports to: Vice President of Business Administration
Process: Submit Resume to www.TurnkeySE.com

BACKGROUND:

Tampa Bay first welcomed the National Football League in 1976 as the Buccaneers became the league's 27th franchise. The organization has become one of the most successful and revered franchises both on and off the playing field. In the Tampa region, the Buccaneers maintain a strong presence in a competitive sports and entertainment landscape, playing to an avid fan base and strong corporate support within the community.

In 1998, The Buccaneers opened up the world-class 66,000 seat Raymond James Stadium, a facility that hosted Super Bowl XXXV in 2001 and Super Bowl XLII in 2009. Aside from the Buccaneers, Raymond James Stadium also hosts the University of South Florida Bulls, the annual Outback Bowl on New Year's Day and many other special events.

Specifically in the community, the Glazer Family Foundation, established in 1999, is dedicated to assisting charitable and educational causes in the West Central Florida region. The Foundation aids established not-for-profit organizations that work with youth and families to help identify and create programs that support positive social and economic development within local communities. Through a \$5 million donation, GFF helped established the Children's Museum in Tampa which opened in the spring of 2010.

The Tampa Bay Buccaneers have retained Turnkey Search to search, screen and recruit qualified candidates to become the Chief Revenue Officer.

**Any interested candidates should contact Turnkey Search directly.
Contacting the Tampa Bay Buccaneers will only delay consideration of your qualifications.**

**SUMMARY:**

The Chief Revenue Officer will drive the overall strategy, growth and profitability of all ticket sales operations including the sale of all Season Tickets, Group Tickets and Premium Ticket inventory, inclusive of Stadium Club Season Passes and Luxury Suite sales. Working closely with ownership, the Vice President of Business Administration and Chief Marketing Officer, the Chief Revenue Officer will become familiar with the established internal culture, mission and vision of the Buccaneers' organization to effectively define, articulate and address the current and future needs and priorities of the organization in regards to Ticket Sales.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Create, plan and implement General and Stadium Club Season Pass, Group and Luxury Suite sales strategies and campaigns to increase revenue.
- Provide overall leadership for the Season Pass and Individual Game sales departments.
- Establish departmental revenue goals and operating budgets.
- Analyze sales trends and market research to develop new ticket sales strategies, pricing models, campaigns and products.
- Work with organization's primary and secondary ticketing companies to best maximize individual and season sales.
- In coordination with Chief Marketing Officer, develop advertising campaigns consisting of television, radio, print and social media elements to increase sales.
- Create, plan and execute various prospecting events and represent the organization in select business networking functions.
- Ensure proper sales and revenue reporting on a daily, weekly and monthly basis.
- Work with sales directors and managers to hire, train and evaluate staff to develop a highly productive sales team.
- Perform other duties as assigned.

QUALIFICATIONS REQUIRED:

In addition to possessing the necessary experience and skill set to achieve the tasks established above, the Chief Revenue Officer must also meet the following requirements.

- At least 15 years of relevant experience leading a sales unit in an environment of similar scope, scale and complexity to that of a professional sports team, with at least 5 years experience in a management position within a ticket sales department.
- Proven results in developing sales strategies and campaigns producing increased sales results year after year.
- Bachelor's Degree is required and an advanced degree such as a Master's in Business Administration would be preferred
- A proven track record of growing sales as a direct result of campaigns
- Proficient in Archtics ticketing software and Salesforce CRM is preferred
- Excellent communication, interpersonal and analytical skills required along with ability to work under pressure
- The ability to work long and flexible hours, including evenings and weekends.