

## **Director of Delegate Sales, SXSW London**

### **About the Role**

We are seeking an experienced and commercially minded Director of Delegate Sales to drive our ticket sales strategy and product development for SXSW London. This pivotal role combines strategic sales leadership with product marketing expertise, overseeing two-thirds of our revenue stream through B2B ticket sales whilst developing the product strategy that supports commercial success.

Reporting to the Marketing Director, SXSW London, you'll lead a dedicated ticket sales-focused team and own the entire customer lifecycle from acquisition through retention and renewal.

### **Key Responsibilities**

#### **Sales Leadership & Revenue Generation**

- Drive B2B ticket sales across multiple channels: outbound sales, performance media, direct sales, and agency partnerships
- Develop and execute comprehensive sales strategies to maximise ticket revenue and exceed ambitious targets
- Lead and develop a high-performing, team focused on sales marketing and product, sales conversion and customer acquisition
- Manage both direct sales operations and performance marketing agencies to optimise channel effectiveness

#### **Product Strategy & Pricing**

- Work with the Marketing Director, CEO and the Board on ticket pricing strategy, format development, and rule structures to maximise revenue and market penetration
- Develop sophisticated pricing models that reflect market dynamics and customer segmentation
- Lead product marketing initiatives that directly support sales objectives
- Optimise product positioning and messaging for diverse B2B audiences

## **Customer Lifecycle Management**

- Design and implement comprehensive customer retention and renewal strategies
- Develop sophisticated customer segmentation and lifecycle marketing programmes
- Build and maintain strategic relationships with key corporate clients from tech giants to independent agencies
- Create scalable relationship-building processes that work across customer tiers

## **Data & Performance Optimisation**

- Leverage data analytics to optimise sales performance across all channels
- Manage and analyse complex datasets to identify growth opportunities and performance improvements
- Implement robust CRM and sales analytics systems
- Collaborate with marketing, commercial and sponsorship teams to align efforts and maximise cross-selling opportunities

## **Requirements**

### **Essential Experience**

- Minimum 8-10 years in senior B2B sales roles with some product marketing responsibility
- Proven track record in events, conferencing, or technology sectors with complex B2B sales cycles
- Demonstrable experience managing both direct sales teams and performance marketing agencies
- Strong background in pricing strategy and revenue optimisation
- Experience with sophisticated customer lifecycle management and retention programmes

## **Core Competencies**

- Exceptional relationship-building skills with ability to engage C-suite executives and SME decision-makers
- Advanced analytical and numerical skills with experience optimising complex datasets
- Strategic thinking combined with hands-on tactical execution
- Deep understanding of performance marketing, CRM systems, and sales analytics tools
- Experience managing cross-functional teams and external agency relationships

**Saxton Bampfylde Ltd is acting as an employment agency advisor to SXSW London on this appointment.**

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **PBMDO**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on Tuesday 30 September

\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

## **GDPR personal data notice**

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.