



JONATHAN GEITNER

EVENTS PROFESSIONAL

CONTACT



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EDUCATION

Bachelor of Arts (Hons)
Hotel & Business Management
Birmingham University
May 1990 – July 1994

CLIFTON 5 TOP STRENGTHS

Achiever Maximizer Competition
Activator Futuristic

AREAS OF EXPERTISE

- Strategic & Operational Planning
- High Profile Events Execution
- Revenue Growth
- Stakeholder Management
- Business Development
- Budgeting & Financial Forecasting
- Annual Business Planning
- Strategic Account Management
- Team Leadership/Development
- CAD/Sketchup Expert
- Health & Safety Regulations
- Sales/Marketing Strategy Creation

QUALIFICATIONS & INTERESTS

- Winner - UK Sales Team of the Year Award by CIM
- Sailing – qualified Day Skipper
- Sailing Races Competed in:
 - Sydney to Hobart
 - Miami to Jamaica (Pineapple Cup)
 - Fastnet Race x 3 times
 - Multiple & various inshore and coastal races
- Gold Award / Public Speaking
- Duke of Edinburgh's Award
- Strategies for Successful Presentations
- Effective Sales Techniques / Effective Negotiating Skills / Account Development Strategies / Revenue Management

PROFILE

Results-oriented professional with over 15 years of experience in building and expanding businesses, particularly in the realm of high-profile events and hospitality. Specialized in leadership, operations, sales, and marketing.

Notable achievements include establishing and growing Rough Runner into the UK's second-largest sports event. Proven track record in overseeing business planning, budgeting, and financial forecasting, as well as successfully managing large event crews, critical stakeholders, and investors.

Recognized for turning around underperforming businesses, such as large international hotels, achieving the best performance in the UK/EMEA region within 18 months and generating £7.4m in incremental revenue.

Expertise extends to organizing and executing diverse events for both B2C and B2B Fortune 500 clients, with a focus on corporate, business, fundraising, entertainment, and sporting events. Adept at leading, developing, and motivating teams to achieve organizational goals.

Strategic thinker and problem-solver with a growth mindset. Skilled in driving business process improvement and consistently delivering outstanding performance against measurable targets and standards. Eager to learn, collaborate, and contribute to a positive team environment.

EXPERIENCE

May 2020 - to present day
London Wine Festival, Chiswick Festival, Freelancer
Director, Events Director

- Full Event Management for a series of events.
- Curated and launched Chiswick Festival, and the London Ceilidh Club.
- Chiswick Festival - successfully curated 3 weeks of entertainment and sold over 5,000 tickets in under 4 weeks.
- Acts varied from comedians to musicians and included Tom Allen, Joel Dommett, Dara O'Briain, renowned tribute bands, rock music, classical, jazz, and entertainment such as Bogan Bingo.
- Management and co-ordination of 28+ stakeholders, 10 team members, and 50+ volunteers. Build the website and ran all the marketing efforts.
- Managed sponsors and partnerships from concept to delivery
- Full operational management of the events
- Launching London & Monaco Wine Festivals

2013 – 2020

Rough Runner | London, UK

Founder & CEO

Directed a team of 8 full-time team members, and managed crews of over 200. Implemented strategic plans to drive operational excellence and achieve consistent business growth. Managed event programming, ticketing, spectator experience & design. Formulated marketing plans and built partnerships & sponsorships, to increase brand image, and boost sales & revenue. Delivered leadership for managing budgets, generating financial forecasts and implementing operational/business plans. Full operational management of all events.

Key Achievements:

- Developed new concept that became the 2nd largest sports event in its category, with 8 events/year and 8,000 - 14,000 attendees at each event.
- Pulled together, presented and negotiated 3 fundraises with 152 investors, over £1.5m raised in investment.
- Successfully planned, organised, and produced annual events, managed 28+ stakeholders per event, 157+ investors, and over 200 events crew, contractors and suppliers. Full event management plans, adverse weather plans, evacuation plans, security plans, crisis plans, egress and ingress plans, traffic management plans and health and safety plans.
- Curated and managed events for B2C and corporate and Fortune-500 companies (including Lloyds Bank, Vodafone, EE, Just Eat, PowerBar, Fullers, B&Q to name a few)
- Strong stakeholder management at all levels (from the Managing Director of Lloyds Bank through to the Marketing Team at Just Eat and Council Workers which ensured our events would be approved time and again, creating strong allies.
- Established a safe & healthy environment for the workforce & clients by strictly following H&S regulations.
- Ensured cost-effective and timely procurement of necessary gear to run the events successfully by fostering productive relationships with suppliers, and good negotiations
- Sustained the business for six years and managed 60+ successful events many with over 10,000 attendees per event, raising over £1.5M+ for UK charities.

Dec 2009 - Feb 2013

Consultant, Launch48, The Entrepreneur Network | London, UK

Consultant, Founder & Partner

- **Organised monthly seminars and conferences for up to 400 people. Secured speakers and sponsorships, built the websites and ran the marketing. Supported business owners to operationalise new businesses from scratch through consultancy. Helped clients improve existing business processes/systems and formulated robust sales and marketing strategies to drive bottom-line results. Supported businesses & organisations with delivering operations. Opened hotels and supported managed overseas owners.**

Key Achievements:

- Played a vital role in setting up and organising a highly complex event (Launch48), with multiple groups, breakouts, live-streamed sessions, and awards ceremonies. Secured sponsorship from PayPal and acquired by Oxygen Accelerator.
- Founded The Entrepreneur Network and organised monthly seminars for up to 300 attendees by bringing in speakers and sponsors, and ensuring each event sold out.
- Executed many other events, including dinners, networking events, drinks receptions, conferences, fundraisers, and webinars through effective planning and team leadership.

Dec 2003 - Dec 2009

London Marriott Hotel County Hall | Westminster, London, UK

Director of Sales & Marketing

Provided strategic direction to cross-functional working groups for driving overall operations & revenue across the sales, marketing, and events department. Worked on a global level and lead events and teams across the globe.

Key Achievements:

- Redesigned and implemented sales & marketing strategies that generated an incremental £7.4M in revenue, transforming the underperforming hotel in the UK/EMEA region to the best within 3 years.
- Planned, executed, and secured 100s of high-profile events, including black-tie dinners, fundraisers, conferences, celebrity bashes, and entire hotel takeover events, such as ATP Tennis Finals.
- Organised, whilst in Russia, Moscow, the full delegation of Tennis Champions, including their families & friends, transportation and logistics. Included all press conferences, and side events. Worked directly with Chris Kermode (Managing Director Barclays ATP World Tour Finals).
- Yielded business opportunities by fostering trusted and long-lasting relationships with Fortune-500 companies accounts.

ADDITIONAL EXPERIENCE

Director of Sales & Marketing London Marriott Hotel Regents Park | London, UK | Jan 2003 - Dec 2003

Sales & Marketing The Savoy Group | London, UK | May 2000 - Dec 2002

Sales & Operations London Marriott Hotel Heathrow Airport | Nov 1998 - Apr 2000

Operations London Kensington Hilton | London, UK | Jan 1997 - Oct 1998

Operations White Star Catering | LA, California | Sept 1994 - Oct 1996