

JONATHAN GEITNER



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PROFILE

Entrepreneurial Strategic Leader | Events & Hospitality Specialist | Delivering Award-Winning Results

A passionate and results-driven leader with over 15 years of experience leading businesses & delivering events. With a proven track record of managing complex logistics, stakeholder relationships, and sponsor activations, pulling teams together, and running businesses, I thrive in fast-paced environments where attention to detail and seamless execution are paramount.

Key achievements include:

- **Sponsor & Stakeholder Management:** Led & directed sponsorship activations & stakeholder coordination for Rough Runner, scaling it to the UK's second-largest sports event in its category, with 10,000+ attendees per event.
- **Major Event Logistics:** Delivered comprehensive event planning and execution for ATP Tennis Finals, including transportation, F&B, and hospitality for elite athletes, their families, and stakeholders.
- **Creative Campaigns & Activations:** Successfully led end-to-end project management for events like Chiswick Festival, a sold-out music and entertainment festival that combined creative marketing and operational excellence to drive 5,000 ticket sales in three weeks.
- **High-Pressure Leadership:** Managed on-site teams, contractors, and suppliers for events across Europe and the US, ensuring delivery on time and within budget while maintaining exceptional client satisfaction.

My expertise spans every facet of event management, from strategic planning and budgeting to creative activations and on-site leadership. Whether orchestrating a UEFA Champions League hospitality space or coordinating large-scale public events, I bring a hands-on approach and a dedication to exceeding expectations.

WORK EXPERIENCE

● Rakdog

Freelance Events Specialist

2020 - PRESENT

- Manage end-to-end delivery of virtual and in-person events for multiple clients, including London Business School, ensuring seamless execution of all elements, including logistics, AV coordination, & interactive content.
- Collaborate with multiple stakeholders to design and manage event communications, including invitations, registration tracking, and post-event feedback presentation.
- Manage and coordinate event logistics such as venue selection, accommodation, and F&B, while providing on-site support and managing supplier relationships.
- Lead speaker rehearsals, course content planning and test all interactive content, and provide comprehensive briefings, contributing to the success of each event.
- Launched Chiswick Festival. Created website, formulated & executed marketing plan that delivered a sellout event. 5000 tickets sold in under 3 weeks: 80% gross margin.
- Consultancy for various clients, including The Last Mile for event management logistics, and new staff recruitment processes.
- Launched the London Wine Festival; forged partnerships and created website and with no marketing budget gained over 4,000 people registered for pre-ticket sales.
- Consulting on tech solutions for events; building websites for and introducing AI to support business functions

● Rough Runner

Founder & Director

2013 - 2020

- Founded & developed the second-largest sports event in its category, hosting 8 events/year with 8,000-14,000 attendees at each event depending on the venue's capacity & licensing.
- Raised over £1.5m through three fundraising rounds with 152 investors.
- Planned, organised, and produced annual events including a hospitality & catering division, managing 28+ stakeholders, 157+ investors, and 200+ event crew.
- Sales and Marketing: created strategic plans and executed them to achieve sell-out success at each event, plus raised sponsorship from multiple companies.
- Full end-to-end event management: From the initial creation of Event Management Plans to risk assessments for the overall event and each obstacle which needed approval by multiple stakeholders, including the local authorities, Police, NHS Trust, Fire, the Highways Agency and numerous local groups.

- **Hospitality & Bar Manager:** Set up a catering division within Rough Runner that catered to the 10,000+ attendees. Managed the bar - forecasting, budgeting and stock management. Personal license holder.
 - Curated and managed specialised events for B2C and corporate clients, including Fortune-500 companies (Lloyds Bank, Vodafone, EE, Just Eat, PowerBar, Asahi, and B&Q).
 - Created highly profitable events, with a £50k ad spend per event, and making over £500,000 in sales, per event.
 - Ensured cost-effective procurement through productive supplier relationships and effective negotiations, reducing costs by over 30%. Budgets of over £1m+ on events.
 - Sold the business after seven years, managing over 60 successful events, many with 10,000+ attendees, raising over £1.5M for UK charities.
- **Consultant & Events Director** 2009 - 2013
Launch48, The Entrepreneur Network, Geitners Ltd.
 - Secured speakers and sponsorships, built each website, and managed all digital marketing. Successfully sold out 82% of all events.
 - Consultant for La Suite West and Blakes (hotels in London). Launched La Suite West, secured major contracts with Fortune 250 companies, including Visa, Mastercard, JPMorgan and Shell. Launched hotels on all OTAs and successfully saw an occupancy rate in year one of 84%.
 - Assisted clients in improving business processes and systems, and developed sales and marketing strategies.
 - Launch48 - organised virtual and in-person events. Live-streamed sessions, and awards ceremonies; secured sponsorship from PayPal and facilitated acquisition by Oxygen Accelerator.
 - Founded The Entrepreneur Network, organised a monthly seminar for up to 300 attendees. Secured sponsorship from O2 and Dominoes Pizza. Live streamed each event, marketed and sold out all events for 4 years.
- **Director of Sales and Marketing** 2003 - 2009
London Marriott Hotel County Hall
 - Redesigned and implemented sales and marketing strategies, generating an incremental £7.4M in revenue, transforming the underperforming hotel in the UK/EMEA region into the best-performing Marriott within three years.
 - Secured major new contracts with Shell, BP, Morgan Stanley, JP Morgan, Vodafone, Boeing, and many others.
 - Planned, executed, and secured hundreds of high-profile events, including black-tie dinners, fundraisers, conferences, celebrity bashes, and entire hotel takeover events for events like the Farnborough Air Show with Boeing and their clients.
 - Organised the delegation of the ATP Tennis Championship, managing transportation, logistics, press conferences, and side events; collaborated with Chris Kermode, Managing Director of the Barclays ATP World Tour Finals.
 - Fostered trusted relationships with Fortune-500 company accounts, yielding significant business opportunities.

ADDITIONAL EXPERIENCE

- **London Marriott Hotel Regents Park** | London, UK | Jan 2003 - Dec 2003 | Director of Sales & Marketing
- **The Savoy Group** | London, UK | May 2000 - Dec 2002 | Sales and Marketing Manager
- **London Marriott Hotel Heathrow Airport** | London, UK | Nov 1998 - Apr 2000 | Sales Manager - *New Opening*
- **London Kensington Hilton** | London, UK | Jan 1997 - Oct 1998 | Operations Manager
- **White Star Catering** | Los Angeles, California | Sept 1994 - Oct 1996 | Operations Manager

AREAS OF EXPERTISE

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| • Leadership | • Financial Efficiency | • Operations |
| • Business Planning | • Financial Forecasting & Budgeting | • Hospitality |
| • Marketing | • Project Management | • Social Media & Digital Marketing |
| • Sales & Business Development | • SketchUp (3D Modeling Software) | • Microsoft Office |
| • Organisational Skills | • Revenue Management | • Public Speaking |
| • Event Management & Event Planning | • Business Process & Systems | • Presentations |
| • Procurement | • Logistics Management | • Copy Writing |
| • Stakeholder Management | • Graphic Design | • Website Design |
| • Process Improvements | | |