

MIKE GUIFFRE

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SUMMARY

Senior management executive with expertise in sales, eCommerce infrastructure, pricing analytics, software, business development, management, reorganization, digital marketing programs, consumer retention, and worldwide CRM management. Expertise in revitalizing strategies, procedures, and technologies to enable firms to compete in a rapidly changing environment successfully.

EXPERIENCE

Head of Strategic Partnerships and Marketing, Stage Front, 2019 - 2022

- Increased strategic partnerships with professional sports teams, leagues, and events for ticket distribution and pricing consultation from two to thirty-one.
- Led all sponsorship activation, including public relations, digital and social media, marketing, creative, license oversight, and in-event signage.
- Managed marketing for five properties: strategic partnerships, technology, pricing, funding, and retail.
- Executed a rebrand of the logo, color scheme, content, and digital for all company properties.
- Created global PR strategies and managed media relationships.
- Grew website traffic to all sites by 500% collectively over 30 months through a variety of tactics such as email marketing, digital assets, social media, and SEO.
- Streamlined operations and created efficiency by choosing, implementing, and managing a new CRM system for the client relations team, including sales enablement and automated marketing efforts.
- Conceptualized and negotiated a multi-year digital media and sponsorship agreement with LaLiga North America, including Mexico expansion for year two.

Head of Business, stagefronttickets.com, 2019 - 2022

- Managed all business operations for the retail ticket site.
- Implemented a white label affiliate program and site rebrand, including UI, UX, and buying process.
- Developed a marketing strategy that included PPC, SEO, Display, Email, and standard practices.
- Managed content strategy and maximized consumer search placement.
- Created consistent content updates through AI technology and freelancers.
- Increased sales by 2,400% in year one.

SVP of Business Development, SuiteHop.com, 2018 - 2019

- Executed multi-channel retention marketing and global PR strategies based on customer insights and trends, driving brand awareness and revenue growth.
- Implemented Salesforce integrations with lead flow automation, decreasing unqualified leads by 75%.
- Increased conversion rates, reduced bounce rates, and improved ROI by monitoring reports (Google Analytics and SEM Rush) and adjusting accordingly.
- Grew revenue 23% year over year to \$10,500,000.

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Vice President of Sales and Customer Service, TicketCity.com, 2014 - 2018

- Led all inside sales efforts, customer service, online order processing, vendor (ticket holders) relationships, fraud management, and related infrastructure.
- Achieved \$150 million in annual sales from 200,000 consumer orders.
- Implemented CRM and financial reporting system (Netsuite), creating metrics and analyzing sales, inventory, fraud, and customer relations.
- Decreased order breakage by 33% by monitoring inventory API and vendor metrics through a new reporting structure.
 - 300% increase in customer touchpoints annually.
- Reduced fraudulent orders by 60% in the first year.
- Implemented PR strategic vision and acted as spokesperson on business topics.

Head of Sales and Service, American Airlines Center, 2012 - 2014

- Led the reorganization of B2B departments, including staffing, marketing, strategy, administration, CRM implementation, and a complete rebranding effort.
- Decreased expenses by \$1 million in year one.
- Grew revenue 16% YOY, equaling \$21 million in two calendar years.
- Hired, managed, and trained staff of over 40 full- and part-time employees.
- Completed company restructure and rebrand in the first six months.

Director of Premium Seating, Pittsburgh Penguins, 2003 - 2011

- Created overall premium seat strategy, including sales, service, and marketing.
- Early adopter of CRM, segmented marketing, and analytics.
- Personally signed \$90 million in corporate lease agreements moving into a new arena.
- Managed new arena development projects through the design of premium seating areas.
- Reduced expenses by 33% YOY through efficient staffing, marketing, and administrative planning.

EDUCATION

Bachelor of Science, Sports Management • West Virginia University • Morgantown, WV

INVOLVEMENT

American Airlines Center • HR Board of Directors - Voting Member • 2012 - 2014

Association of Luxury Suite Directors • Board of Directors • 2010 - 2015

SKILLS

Global Sales Initiatives, eCommerce Infrastructure, Digital Marketing, Corporate Marketing Business Development, Contract Negotiation, Budget Management, Team Leadership/Mentoring, Strategic Messaging, Global PR and Media Strategy, B2B and B2C Sales, CRM Implementation and Management, Operations Management, Data and Pricing Analysis, Online Retail and Fraud Management