

**Position:** *Director, Ticket Solutions*

**Department:** *Business Operations*

**Reporting Manager:** *Senior Vice President, Sales and Business Operations*

**Status:** *Full-Time*

**Job Classification:** *Exempt*

**Location:** *Las Vegas, NV*

**About the A's:**

The A's are a baseball team founded in 1901. They have a rich history, having won nine World Series championships and 15 American League pennants. The A's are known for pioneering the "Moneyball" approach to team-building, which focuses on using statistical analysis to identify undervalued players.

In addition to their success on the field, the A's also have a positive and dynamic work culture. They have been recognized twice as the Front Office Sports, Best Employers in Sports.

The A's are defined by their core pillars of being Dynamic, Innovative, and Inclusive. Working for the A's offers the opportunity to be part of an innovative organization that values its employees and strives to create a positive work environment.

**Description:**

The **Director, Ticket Solutions** will play a critical role in shaping and executing the organization's commerce and fan identity strategy across ticketing, ballpark, venue transactions, and emerging fan technologies. This position will serve as a cross-functional leader focused on creating data-driven fan experiences that increase revenue opportunities, identify and grow fans, and strengthen long-term fan engagement.

The ideal candidate is a strategic and operational leader with experience in ticketing systems, venue commerce, digital product implementation, fan engagement technology, and data-driven revenue.

**Responsibilities:**

*Fan Identity & Connected Commerce Strategy*

- Support and execute the organization's long-term strategy to grow identified fans in attendance who transact across all transaction types, including ticketing, concessions, merchandise, parking, mobile ordering, and loyalty initiatives.

- Drive initiatives that create frictionless fan experiences through technologies including mobile wallet integrations, facial recognition entry, mobile ordering, connected payments, and retail experiences.
- Collaborate cross-functionally to ensure ticketing, commerce, sponsorship, marketing, stadium operations, and premium hospitality are aligned to overall organizational objectives.
- Help develop future loyalty and rewards strategies designed to incentivize fan behaviors and drive repeat engagement.

#### *Ticketing & Revenue*

- Support day-to-day ticket solutions strategy, including inventory management, distribution, secondary market operations, and ticket technology integrations.
- Partner with pricing and analytics teams to optimize pricing strategies, including future implementation of micro-pricing initiatives designed to maximize per-seat revenue opportunities.
- Support ticket sales strategies and ensure operational execution across primary and secondary ticketing platforms.
- Drive initiatives that increase digital payment and expand identified fan data opportunities throughout the ticket purchase and fan journey.

#### *Technology & Product*

- Serve as a primary liaison with MLB regarding ticket technology, MLB Ballpark app functionality, commerce initiatives, and fan engagement strategy.
- Partner closely with MLB product teams to support future system enhancements, app development, and emerging venue technology initiatives.
- Manage and optimize third-party integrations across ticketing systems, mobile applications, payment solutions, POS systems, access control systems, and venue commerce platforms.
- Support implementation and operational execution of evolving fan experience technologies, including:
  - Loyalty and membership integrations
  - Mobile ordering
  - In app wallet functionality

### *Data & Reporting*

- Develop insights and reporting that support organizational decision-making across ticketing, marketing, sponsorship, premium hospitality, and venue operations.
- Utilize fan and transaction data to personalize fan engagement, sales, retention, and loyalty strategies.
- Monitor and evaluate KPIs related to fan identity growth, transaction conversion, digital payment adoption, purchase behavior, and overall venue commerce performance.
- Help establish measurable benchmarks and operational goals tied to long-term fan growth and revenue objectives.
- Other duties as assigned.

### *Qualifications/Requirements:*

- Bachelor's degree required; degree in Business, Product Management, Digital Commerce, Information Systems, Marketing, Technology Management, or a related field preferred.
- 5–8+ years of experience in digital product operations, product strategy, digital customer experiences, and revenue-driving commerce initiatives.
- Demonstrated experience managing or implementing complex technology ecosystems, including ticketing platforms, mobile applications, payment systems, POS integrations, or CRM systems.
- Strong analytical and problem-solving skills with experience leveraging data to drive efficiencies, fan engagement strategies, and revenue initiatives.
- Advanced proficiency in written and visual communication, with the ability to clearly communicate and synthesize complex ideas and information to diverse audiences across the organization.
- Proven ability to manage cross-functional projects involving product teams, external vendors, technology partners, and internal stakeholders.
- Experience working with business intelligence tools, dashboards, reporting systems, and KPI development.
- Strong understanding of consumer behavior and customer experience.
- Willing and able to work on a non-traditional schedule including nights, weekends and holidays as needed.

- Experience navigating complex digital ecosystems where technology platforms, digital rights, and product ownership are shared across multiple stakeholders is preferred.
- Familiarity with league-governed digital environments and team-level digital commerce strategies is a plus.
- Professional sports, live entertainment, or venue technology experience preferred.