



SeatForever, Inc.
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CHIEF EXECUTIVE OFFICER @ SEATFOREVER, INC

Job Summary:

The Chief Executive Officer of SeatForever provides leadership for all aspects of the company's operations with an emphasis on long-term goals, growth, profit, and return on investment. Promoting cross-functional collaboration, customer communication & excellence in service, flexibility & adaptability, and an aggressive organic and inorganic growth plan, the Chief Executive Officer will provide strategic and execution leadership of the value creation plan. The Chief Executive Officer will lead the organization toward continued success and an accelerated revenue ramp up with an exponential growth objective in the next 1-3 years through combined startup and inorganic growth initiatives. The Chief Executive Officer shall provide strategic direction for the development of overall business plan, innovation, business development and operations to ensure consistency across all targeted segments of the market. Anticipate innovation and future direction of the market utilizing external and internal resources and brings the company into the forefront of that trajectory. Will effectively assess, continuously evaluate, plan, and execute against the company's aggressive growth objectives. Is expected to ensure the overall effectiveness and rapid growth of the company's existing customer base and expanding the company's sales through new customers/markets and leverage innovative pipelines. SeatForever's CEO will be accountable for all elements of the value creation plan including continuing to introduce new and innovative products, services, solutions to the marketplace. Will be responsible for protecting and employing assets to achieve set targets and creating a culture that embraces empowerment and teamwork while significantly growing revenue and EBITDA through the development and achievement of short and long-term business plans, ensuring financial alignment and results with overall corporate objectives. Key responsibilities related to revenue generation include identifying opportunities for growth and removing barriers to growth; interfacing with existing supply chain, and end users to help them grow and identifying new customers to enable rapid growth. Will maintain, enhance, and further develop the company leadership and workforce as required.

Essential Duties and Responsibilities

Ensure aggressive growth and profitable sales, financial, and operational performance in concert with the strategic plan. Establishes key metrics to monitor performance for team & management. Works with the board of directors and other executives to establish short-term objectives and long range goals, and related plans and policies. Meets regularly with the Board to discuss planned versus actual growth, profitability, employee productivity and moral, and other relevant issues. Manage and optimize operational performance related to service delivery, efficient operations, and other programs to enhance profitability. Assume functional responsibility for the selection, development, evaluation, compensation, and retention of all team members, direct reports as well as dispersed consultants, freelancers, etc. Build and maintain relationships that guide, motivate, and reinforce positive performance of all company team members toward goal accomplishments. Ensures the company's compliance with all applicable laws, rules, regulations, and standards. Serves as the company's representative to the board of directors, shareholders, employees, customers, the government, and the public.

Fiscal Responsibility:

Full P&L responsibility/experience. Presents regular reports on the status of the company's

financials and operations to the board of directors, advisors, and to company staff. Oversees the organization's financial structure, ensuring adequate and sound funding for the mission and goals of the company. Reviews the financial results of all operations, comparing them with the company's objectives and responding appropriately to correct unsatisfactory performance and results. Negotiates with other companies/vendors regarding actions such as supply chain, purchasing and related outsourced services including labor, consultants, and freelance workers. Thorough understanding of management and financial practices in all areas and phases of business operations. Excellent managerial and financial skills and the ability to take leadership over any business operations area.

Ideal Experience:

Ticketing experience is not required. Sports Experience is not required although the CEO is expected to interface with leading athletes and build Board support and stakeholders. Must have demonstrated experience driving exponential growth and revenue generation in a rapid growth, start up and lean environment. Must have experience driving innovation and fueling revenue generation. Must have intimate familiarity with innovative new product development, and end to end supply chain. Must have clearly demonstrated history of driving value creation and owning the full P&L. Success as an operating executive who owned, lived, and breathed full P&L, managed a balance sheet, treasury, banking relationships, full business picture including top to top customer engagement. 10+ years executive/senior management leadership with knowledge/experience in startup, entrepreneurial environments. Outstanding leadership and team building skills with proven results in sales and operation required. Knowledge of and ability to gather, interpret and apply industry insights and trends. The ability to develop initiatives and project plans, allocate resources, identify potential issues/risks, and develop contingency plans. Ability to convert general business data and findings into applied, specific information and suggestions that add value to business planning. Ability to efficiently interact with board members. Executive gravitas and presence.

Cultural Leadership Fit

Ability to work in a fast-paced, 24/7 hard-driving culture with a lean structure, demonstrated ability to succeed in and to drive a culture of performance. Must have an Entrepreneurial mindset. High EQ, listening skills and authenticity. Ability to operate with confidence, conviction, and command skills to effectively engage with, challenge, and work with business leadership and customers. Must be accomplished, committed to and passionate about people and talent development. Must be a team player to effectively manage people throughout the organization. Interpersonal communication skills are critical to provide leadership, influence, and motivation with multiple stakeholders.

Technical Fit

Experience with significant new business startup, IT complexities within an eCommerce environment, end to end supply chain development, "tech stacks" and customer growth. Record of systematic and analytical approaches toward situation analysis evaluation and the development of specific programs that maintain a perspective on long-term goals while attaining shortterm objectives. Exponential business growth and transformation accomplishments. Demonstrated analytical, problem solving and negotiation skills. Strong strategic thinking and planning skills.

Critical Personal Characteristics

The ability to handle multiple priorities; addressing present concerns while keeping an eye on future opportunities will be critical to this executive's success. Proven ability to quickly establish significant credibility, trust, and support within all levels of the organization. Execute for results by creating a sense of urgency and makes rapid course changes when needed with a strategic

mindset. Demonstrate strategic agility and business acumen through an ability to develop and implement a business plan, driving strategies and ideas from a keen understanding of customer and operational needs while providing concise direction to the organization to develop and implement profitable solutions. Brings outstanding influencing skills, the ability to execute plans, is creative and innovative and has the stature and business savvy to be accepted and can create a followership among executives and other key stakeholders across the organization and with end clients/customers/buyers/users.

ABOUT SEATFOREVER, INC.

Using technology, SeatForever is disrupting the Sports Ticketing and Sports Wagering Industry in the same way Boston-based DraftKings Inc (NASDAQ: DKNQ 20.24 billion USD Market cap) and NYC-based FanDuel (Flutter Entertainment plc FLUT, Market Cap. 45.57B and NYC-based SeatGeek (valued at \$1.2 billion, IPO in-process) have all exploited a sports ticketing and gambling market. Over 90% of both sports gamblers and live sporting event ticket buyers now use the Internet or smartphones during the ticket buying process or sports betting process. It is no secret that the world is obsessed with live events for decades - and sports betting has emerged from the dark shadows of the underworld to become mainstream accepted and with growing legal/regulatory acceptance. Every American now has a "bookie" in his or her hand via mobile phone with relative safety and legitimacy...MLB, NASCAR, NHL, NBA, NFL, FIFA, nearly all professional sports leagues are experiencing explosive growth yet only a few web/mobile/tech business models have emerge that a truly innovative - all have deployed tried and true business models that are really no different than the same Casino parlor "sportsbook" Gambling of the past 100 years.

SeatForever is not only a new concept in sports wagering - it is an entirely new way to enjoy both radio/TV/broadcast/streaming sports experience and a way to make age-old live ticketed events more memorable and meaningful as growing demand drives seat prices ever upward and hence in-person events more of a special occasion. SeatForever combines technology, gambling, gamification, mathematics, sports, fan interactions, and sports memorabilia to produce the most memorable fan experience. Memories are Forever. We have over 10,000 tickets for sale to live events and over 100,000 unique visitors to our website, and an industry-leading team of executives from the world's top businesses. Read more:

<https://www.seatforever.com/pitchdeck.pdf>

