



# Global Events & Venues Director

---

## Profile

- 7+ years of working experience
- Experience and network in the world of live events (Music, Races)
- Commercial focus; acquisition, deal making skills & account management
- Both analytical, strategic and hands-on
- Results focused, with high attention for detail on local execution
- Flexible in time & travel: able to visit events in weekends on different locations
- Ideally experienced in at least one of these markets: UK, USA, Germany, Benelux

**Globally at least one billion young people are at risk of severe hearing loss, according to the WHO. Alpine Hearing Protection’s mission is to address this serious health issue. Based out of the Netherlands, this fast growing company is a front runner in the quickly developing market of hearing protection. The Global Events & Venues Director will be P&L responsible for Alpine’s international franchise in music festivals, concert halls and clubs. This role is crucial in realizing Alpine’s mission and ambitions.**

## About Alpine Hearing Protection

Alpine Hearing Protection, market leader in hearing protection, has one simple ambition: building the best brand in hearing protection in the world. Alpine develops and sells premium hearing protection products such as the PartyPlug, MusicSafe, and SleepDeep, as well as high end custom made hearing protection. Alpine has customers in over sixty countries, across mass retail (Ahold Delhaize, Boots, AS Watson, Walgreens), venues (Ziggo Dome, Afas Live), festivals (AEG’s All Points East, Mojo’s Lowlands and other festivals), and sports (Formula 1, Moto GP, 24h Le Mans). In addition, Alpine has a significant D2C business through Amazon and own webshops.

**“We live and breath entrepreneurship, and encourage everyone in our team to come up with new and innovative ideas. If it helps us to achieve our ambitions we will not hesitate to implement them.” – Arthur van Keeken, CEO**

Alpine has the right type of hearing protection for every environment (music studio, rock concert, dance event) and all products are proprietary, developed with exclusive partners. Alpine takes pride in developing products that are front running in terms of design and functionality. In this way, Alpine is continuously working to fulfil its mission: ensuring all people can enjoy sound their whole lives.



Alpine is a fast growing company. Events and Venues are a key strategic pillar for accelerating this growth, as place where many passionate consumers meet and use the brand, and as a sales channel. Currently present in all major events and venues in the Netherlands, as well as in some major festivals in Germany, the United Kingdom, and France, Alpine's ambition is to become the #1 ear plug in Events & Venues in Europe as well as the United States.

### **Vacancy: Global Events & Venues Director**

The Global Events & Venues Director plays a key role in achieving Alpine's growth ambitions. Being P&L responsible for this part of the business, (s)he will grow the Events & Venues business five times in the upcoming years. The Events & Venues Director reports to the CEO of Alpine Hearing Protection and will be given the opportunity to take part in the equity share plan of the company.

The Global Events & Venues Director will be responsible for all commercial as well as operational aspects of the Events & Venues business, across Alpine's focus countries (Benelux, United Kingdom, Germany, France, and the USA. Using his or her commercial talent, entrepreneurial spirit, and account management skills, the Events & Venues director will build strong partnerships with leading players in the world of Music & Entertainment. In addition (s)he will build an operation which is scalable globally, working with recruitment, merchandising and brand activation agencies, putting in place D2C sales in festivals across the globe.

**"I am looking for an Events & Venues Director who can quickly navigate the networks of the industry, who is a deal maker, but who can also ensure the quality of Alpine's representation on a festival is second to none." – Arthur van Keeken, CEO**

The Events & Venues Director leads, inspires, grows and develops a team consisting of business development and operations colleagues. By hiring the right people, (s)he will build an all star team with international capabilities.

This demanding role demands being able to switch between strategy and operations. The Events & Venues director will also be a key influencer of decisions on the terrains of product, (social) marketing, e-commerce, and supply chain. This is a role with enormous impact and endless possibilities within this young and ambitious organization with a fantastic mission.

### **Keen to hear more?**

Send an email to [arthur@alpine.nl](mailto:arthur@alpine.nl) to let us know you are interested in this vacancy.