

Christen Greene

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PROFESSIONAL SUMMARY

Business leader with a career history of success in entertainment and media industry strategy, brand development and marketing. Effectively manage relationships with client and partners, ensuring business activities align with long term vision. A big picture thinker adept at identifying and leveraging opportunities that increase visibility, ensure operational effectiveness and build relationships with customer audiences. Interested in leveraging current skills in cross-functional leadership, industry relationships, marketing, A&R and product roll-outs in the entertainment community to ensure marketing and resources align to produce high impact outcomes.

SKILLS

Brand and album marketing, planning and strategy	Promo and marketing events and showcases
Product development, release and roll-outs	Sync licensing, publishing and PROs
Project Management	International entertainment and media industry relationships
Contract negotiations and budget management	Talent management and appearances
Cross-functional leadership	Affinity programs and growing fanbases
Single and album marketing	eCommerce and product marketing
Social media creative, marketing and branding	

EXPERIENCE

Onto Entertainment

General Manager and Head of Talent

July 2009 – November 2019

Seattle, WA

Responsible for talent management, logistics, strategic direction and oversight on a number of products - including record releases, fan clubs and fan experiences, merchandise, tours and events - for a diverse portfolio of artists, including The Lumineers, Hey Marseilles, Andrea Gibson, PHOX and more. Led all strategy in A&R, marketing, digital, creative and branding.

- General Manager for The Lumineers (2012, Certified Triple Platinum, twice GRAMMY Nominated) and Cleopatra (2016, Certified Platinum)
- Created marketing strategies and end to end logistics for album campaigns, EP and track releases and all content and product roll-outs.
- Commissioned and hired vendors and oversaw production that focused on capturing and leveraging content with internal teams, brands and label partners
- Defined OKRs and KPIs for record cycles, touring, marketing priorities and brand partnerships
- Defined strategy and timing for all marketing and showcase events, TV performances, brand partnerships, content capture and tour packages

- Oversaw creative and marketing around tour announces, ticketing and VIP programs; identified and developed new experiences - and associated revenue opportunities – while driving social media exposure and mentions by music industry, fans, media and influencers
- Cross-functional team manager of employees and partners, working directly with publicists, agents, record labels, publishers, talent, assistants, content and marketing teams for 20+ successful world tours scaled to 17,000 capacity arenas
- Led and defined the marketing roadmaps and priorities for the roster, ensuring on-time and accurate delivery of assets and campaign deliverables to all partners
- Developed social marketing programs increasing followers and fanbases %15-20 year after year
- Conceptualized and created “The Big Parade” – The Lumineers’ Official Fan Club: A subscription-based revenue product that utilized exclusive content and fan experiences to cultivate a devoted fan community - both online and at live events. Increased fan base 15-20% year after year.
- Creative director and project manager for a live, VIP fan experience as part of a U.S. arena tour, with over 8k participants across 25+ tour dates
- Project and product management and oversight for 20+ album releases and new product roll-outs
- Negotiated a touring merchandise deal driving a major revenue increase in price-per-head at live events
- Vetted, selected, built relationships with and managed global vendors for e-commerce, live show sales and Fan Club experiences
- Negotiated global e-commerce merchandise deal that created supply chain efficiencies, increased brand presence, UX improvements and an increased net ROI
- Product and project manager for 5 worldwide book releases: marketing, PR, digital roll outs and content creative
- Creative director and project management on all live event touring, including show, festival and venue selection and deal negotiations, touring crew hiring (8 busses and 6 trucks)
- Negotiated major product and brand endorsement deals with Spotify, Frye Boots, Poo Pourii, Live Nation, Aloft Hotels, AEG/Louis Messina, Bing, Dick’s Sporting Goods, Zillow and more

Previous positions:

Owner/CEO, Faux Pas Productions

General Manager and Executive Producer, Velour Music Group

ACHIEVEMENTS

- Two sold-out Madison Square Garden performances
 - Arena-level touring worldwide
- Major festival appearances including Coachella, Glastonbury, Bonnaroo, Isle of White, Global Citizen NYC, Sasquatch, Reading and Leeds and more
- Two performances at The White House, including the lighting of the Presidential Christmas tree and SXS-Lawn in 2016
- The Lumineers brand partnership with Ken Burns and Spotify resulting in the a cut of a Bob Dylan for Ken’s Vietnam documentary

- Saturday Night Live Musical Guest
- Late Night with David Letterman and Ellen DeGeneres Show appearances
- The 2013 GRAMMYs telecast performance, resulting in an exponential increase in record and ticket sales

EDUCATION

North Carolina State University

Bachelor of Arts, Communications: Documentary Film

Varsity Women's Basketball, NCAA Tournament appearances: Sweet 16 and Elite 8