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# Tiqets names Dan Burdett as Chief Marketing Officer

**Tiqets.com the leading global platform for cultural venues and attractions, HQ in Amsterdam, announced today the appointment of its Chief Marketing Officer. Burdett bringing experiences from a 20 year career in FMCG and E-Commerce and has joined as Chief Marketing Officer to scale Tiqets growth to the next level.**

As CMO, Dan will be responsible for Brand, Marketing & Communications growing Tiqets' global revenue base. Prior to joining Tiqets, Dan Burdett held several senior marketing roles, most recently as a Chief Marketing Officer Europe for Ebay and previously as a Chief Brand Officer for Snickers at Mars, following several years at Unilever and L'Oréal.

“We are thrilled and honored to add such well-seasoned marketing expert into our management team. He will help us elevate the Tiqets' brand, scale our marketing efforts and expand our global footprint.” said Luuc Elzinga, CEO Tiqets.

“Tiqets is a great business with a fantastic mission. They have been able to gain the trust of more than 1800 of the biggest museums and attractions within a few years and deliver great value for venues, distribution partners and consumers. The team has built the most trusted global e-commerce platform and the opportunity to leverage this through partnerships, influencers, affiliates and CRM, to benefit customers, distributors and venues they work with, is incredible. I hope to do my bit to help them accelerate their growth, scale their marketing channels and deepen Tiqets' global brand presence.” said Dan Burdett.

## **About Tiqets**

Tiqets mission is to make culture more accessible. Helping venues all around the world to increase visitor numbers, increase revenue and improve the quality of the visit. Tiqets' award winning technology is already used by over 1800 venues in over 40 countries.

The company was founded in 2014 in Amsterdam. Tiqets has offices in Amsterdam (HQ), Philadelphia, Bangkok, Paris, London, Barcelona, Rome, and Vienna. Tiqets is an award-winning global service (Tech5 Awards 2014, 2015, Ticketing Business of the Year Award 2018). More information can be found on [tiqets.com](https://tiqets.com).

For more information, please contact Marion Wolff (Head of Marketing Communication & Brand) [marion@tiqets.com](mailto:marion@tiqets.com) | +31 (0)6 24510808 Tiqets names Dan Burdett as Chief Marketing Officer

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#### ABOUT TIQETS

Tiqets makes remarkable experiences instantly accessible by simplifying the ticketing process – for venues and customers. Our innovative platform enables visitors to instantly find, book and use tickets for museums, attractions and landmarks. No more printers, touts or guide books – everything you need in the palm of your hand! Venues can make use of our experience to better understand and meet their visitors' needs. Since its foundation in 2014, Tiqets has forged successful partnerships with attractions and museums in major tourist destinations around the world. The company now employs more than 130 people in Amsterdam, Barcelona, Paris, Rome, Vienna, and New York.

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