

🕒 11 September 2018, 10:00 (CEST)

# Festicket appoints Lauren Pye to lead North American expansion

[Festicket](#), the world's largest platform for music festival experiences, has appointed Lauren Pye as President - North America.



This is the first US appointment for Festicket, which currently has operations in London, Amsterdam, Berlin and Porto. In her new role, Pye will lead Festicket's new office in San Francisco, with the aim of introducing Festicket into the North American market.

Pye joins Festicket from Live Nation Entertainment, where she was VP; Sales for their General Admission division, Universe. Experienced in building and scaling teams for start-ups, Pye's prior experience includes marketplaces eBay and StyleSeat.

The appointment comes at a key time for Festicket, with the company having seen an average annual sales growth of +146% since inception. Festicket was recently ranked in the UK's top 30 fastest growing companies by the Sunday Times Tech Track and is on course for another high growth year in 2018.

Zack Sabban, CEO & co-founder, says: "Our new San Francisco office is in very capable hands with Lauren, who brings with her a wealth of experience in the ticketing and music industry and deep understanding of the opportunities and challenges we're likely to face stateside. We're delighted to have her on board as we look towards building exciting US partnerships."

Pye adds: "Festicket has built a strong reputation for itself by working with most of the major music festivals in Europe already and there's so much potential in the North American market, where adding value is everything. I am very much looking forward to bringing Festicket's excellent one-stop shop solution for ticket, accommodation and travel packages to the event industry in North America."

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#### ABOUT FESTICKET

Festicket is the world's largest portal for discovering and booking festival experiences.

Festicket provides fans of live music with a unique, hassle-free, and money-saving service to discover and book tickets & packages for their next festival trip. Working closely with festival partners and suppliers, Festicket packages festival tickets with accommodation, travel, and add-ons to ensure that festival-goers' next live music experience is as simple and enjoyable as possible.

Founded in 2013 by Zack Sabban, Jonathan Younes and Jerome Elfassy, Festicket has quickly grown to be the leading music festival platform with over 1200 music festivals on offer, and a growing community of 2.5m+ festival-goers.

Recently ranked as the UK's 21st fastest-growing technology company by the Sunday Times Tech Track 100, Festicket has seen an annualized sales rise of +224% since 2015 and is on course for another record year in 2018. Festicket has offices in London (HQ), Amsterdam, Berlin, Porto and San Francisco.



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