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Festicket resumes North American expansion with new LA headquarters and appointment of Stephanie Rosa, VP of Sales, and Steve Levy, Consultant General Manager



This comes as Festicket rolls out a new primary ticketing, cashless and travel offering via the Event Genius platform.

[Festicket](#), the world's largest platform for music festival experiences, is announcing a renewed North American expansion with the appointment of Stephanie Rosa (pictured above) and Steve Levy as VP of Sales and Consultant General Manager for North America, respectively.

The live music career of Stephanie Rosa, new VP of Sales for North America, began in 2015 when she founded the online publication Festival Squad, before crossing over into experiential marketing as founder and Strategic Partner at Festivate, where she notably activated SHIFTPOD at the very first Camp EDC in 2018.

Rosa first joined Festicket as Business Development Manager at the end of 2019 just before COVID halted the live event business. In her new role, she will now be charged with the task of building the growing client base in the US for primary ticketing, travel and cashless solutions, as well as helping to build a team in the newly opened Festicket US headquarters.

Both Stephanie Rosa and Cheyanne Powell, North America Account Manager, will relocate to Los Angeles, California to join Steve Levy in Festicket's newest offices, with more hires expected over the coming weeks and months as the North American expansion continues in earnest.

After renewed high profile partnerships as live business reboots in 2021 with the likes of [Coachella \(exclusive international ticketing partner\)](#), SerotonINN Sound Series (primary ticketing), Kosmic Kingdom (primary ticketing) and Revibe Wellness Retreat (primary ticketing), these appointments and the newly opened US HQ represent a renewed focus in North America for Festicket, as the business rolls out its end-to-end primary ticketing platform – Event Genius, acquired before the COVID-19 pandemic – to festivals and events across country.

“I am beyond thrilled to take on the role as VP of Sales, North America for Festicket” said Rosa, “Festicket is a company I have watched grow and admired since I discovered it while traveling internationally in 2015. When I saw that the company was expanding to the US, bringing with it the new end-to-end Event Genius offering, I knew I had to be a part of it.”

“Together, Festicket and Event Genius have proven to be one of the most innovative and tech forward companies in the ticketing industry, constantly improving the system, finding new ways to drive success for its clients and providing the easiest customer checkout experience” said Rosa, “I am excited to lead this business in North America and build a team to support our growing client list.”

Yonas Blay, CCO at Festicket commented: “Since joining the business, Stephanie has proved herself time and time again and we’re excited to see her work alongside Steve, whose experience in the industry speaks for itself, to grow our American business from the new LA headquarters. We’ve felt for some time that there is room for disruption in the ticketing sector and with our new end-to-end offering we now feel we’re really well placed to cement our position as a leading player across the US.”

ABOUT FESTICKET & EVENT GENIUS

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Event Genius is a multi-award winning end-to-end UK based ticketing, access control and cashless POS platform servicing events of all types across the globe.

Festicket is the world's largest platform for discovering and booking festival trips. Founded in 2012 by Zack Sabban and Jonathan Younes, the company is backed by a range of investors including Beringea, Edge, Lepe Partners, ProFounders and InMotion Venture and in 2019 completed the acquisition of Event Genius, and the associated Ticket Arena consumer website and brand.

The new joint venture creates an end-to-end platform for organisers and fans alike, providing the most complete offering in the live entertainment industry. Through the **egTicketing**, **egMarketing**, **egTravel**, **egAccess** and **egPay** solutions, the platform brings together technology and expertise including POS and cashless payment services, ticketing, accommodation, travel & packages, marketing, data insights & analytics, access control, fan engagement tools and more to plug a gap in the market that no other organisation has addressed to date.

Together, the company works closely with over 4000 official festival and event partners including Coachella, Tomorrowland, BST Hyde Park, Ibiza Rocks, Motion Bristol, Amnesia Ibiza and Wales Rally GB, serving a growing community of over 5 million customers.

Festicket was named in the FT (Financial Times) 1000 in 2019, is a Tech Nation Future Fifty member and also made Deloitte’s Technology Fast 50 list in 2019. Alongside its London HQ, the business has offices in Leeds, Los Angeles, Amsterdam, Berlin, Porto, Melbourne and Nantes.



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