



Ryan Holmstedt

Personal/Professional Showcase

My Story

“When your values are clear to you, making decisions becomes easier” – Roy E. Disney



Born & Raised on the coast
of Oregon



Graduated from Arizona
State University – BS
Marketing



Hired / Promoted 3 times
with the Phoenix Suns Sales
Team



Lead Revenue Generation
Teams with the Arizona
Diamondbacks



Married to the love of my
life for 15+ years



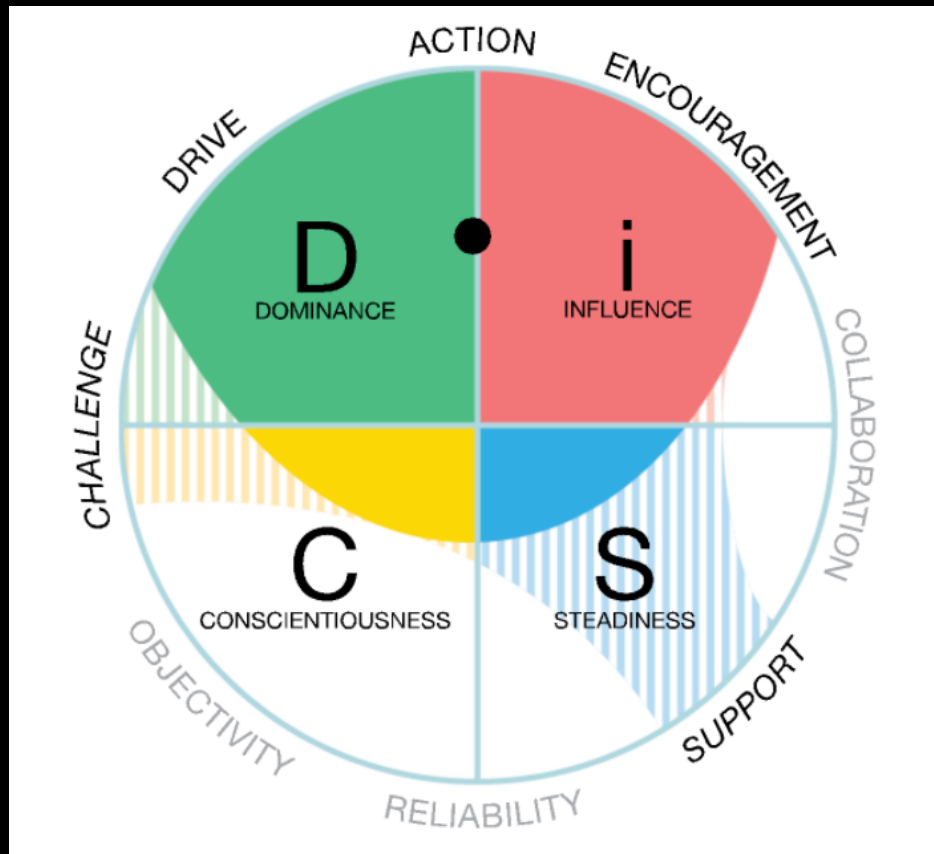
Proud “Girl Dad” to a spunky
9 year old



Avid Fisherman / BBQ Fan /
Craft Beer Consumer

DiSC Profile

“Knowing yourself is the beginning of all wisdom” – Aristotle



Personality Drivers

- Highly motivated by encouraging others and collaborating to achieve results.
- Enjoy the action portion of implementing strategic plans and, seeking out innovation and change often.
- Driven to achieve results and often do that by leading people into uncharted territory.
- Love challenging the “normal” and seeking to push the limits to achieve expected results.

Early Career

“Hard work beats talent if talent doesn’t work hard” – Tim Notke

Phoenix Suns / Phoenix Roadrunners



- Hired in 2005 to join the elite Inside Sales program with the Phoenix Suns Organization.
- Led Inside Sales Team in Revenue & Hustle Metrics.
- One of the fastest promoted Inside Sales Reps in Phoenix Suns history.
- Top Producer in Season Ticket Sales, Group Sales, and Suites & Hospitality Sales. Selling both B2C & B2B.
- Created and sold Youth Hockey & Youth Basketball Programs.
- Trained by industry leading sales trainer, Charlie Chislaghi.
- Left organization as a Sr. Account Executive having been promoted three times in under three years.



Career Progression

“Risk something or forever sit with your dreams” – Herb Brooks



Arizona Diamondbacks

- Hired in 2007 as a Sr. Account Executive & Team Lead.
- Personally produced over \$500k in Season Ticket Revenue, Group Ticket Revenue, and Suite & Hospitality Revenue in 2008.
- Helped guide, mentor, and train team of four Account Executives.
- Led Arizona Diamondbacks first ever “book club” focused on professional development.
- Assisted Inside Sales Manager with all aspects of training and hiring of entry level staff.
- Led team in face to face appointments with key business, non-profit, and youth league organizers.
- Promoted to Inside Sales Manager in 2009.

Career Progression

“Before you are a leader, success is all about growing yourself. When you become a leader, success is about growing others” – Jack Welch

Arizona Diamondbacks



- In 2009 became the 2nd ever Inside Sales Manager in the Arizona Diamondbacks history.
- Led the Inside Sales team to achieve over \$4M in sales from 2009-2011.
- Revamped our hiring & onboarding process, leading to higher retention of sales reps and faster revenue results .
- Set the sales campaign strategy for 20+ Inside Sales Representatives.
- Developed 40+ reps in 2.5 years. 80% of those Inside Sales Reps went onto promotions in the sports industry (several are now Managers/Directors with professional sports organizations).
- Introduced and implemented the first ever extension of tenure for Inside Sales Reps, leading to a YOY revenue increase of 30% .
- Promoted to Director of Group Sales in 2011.

Career Progression

“People thrive in a world in which they help create” – Dale Carnegie Leadership Training

Arizona Diamondbacks

- In 2011 promoted to Director of Group Sales.
- Led the team to YOY revenue increase of \$3M in revenue. 50% revenue growth from 2010.
- Strategically aligned staff with initiatives and grew department size by 50%.
- Revamped and increased revenue and attendance of Youth Sports initiatives.
- Increased focus on driving KPI's and accountability for continued success.
- Helped create industry best dynamic pricing strategy specifically for Group Sales.
- Developed an industry best practice in rep growth/rep retention strategy through staff wide level program.
- Focus on staff training, development, and collaboration driving improvement in culture.
- Used analytic approach to making key decisions to drive and maximize revenue opportunities.



Career Progression

“Perfection is not attainable, but if we chase perfection we can catch excellence” – Vince Lombardi

Arizona Diamondbacks



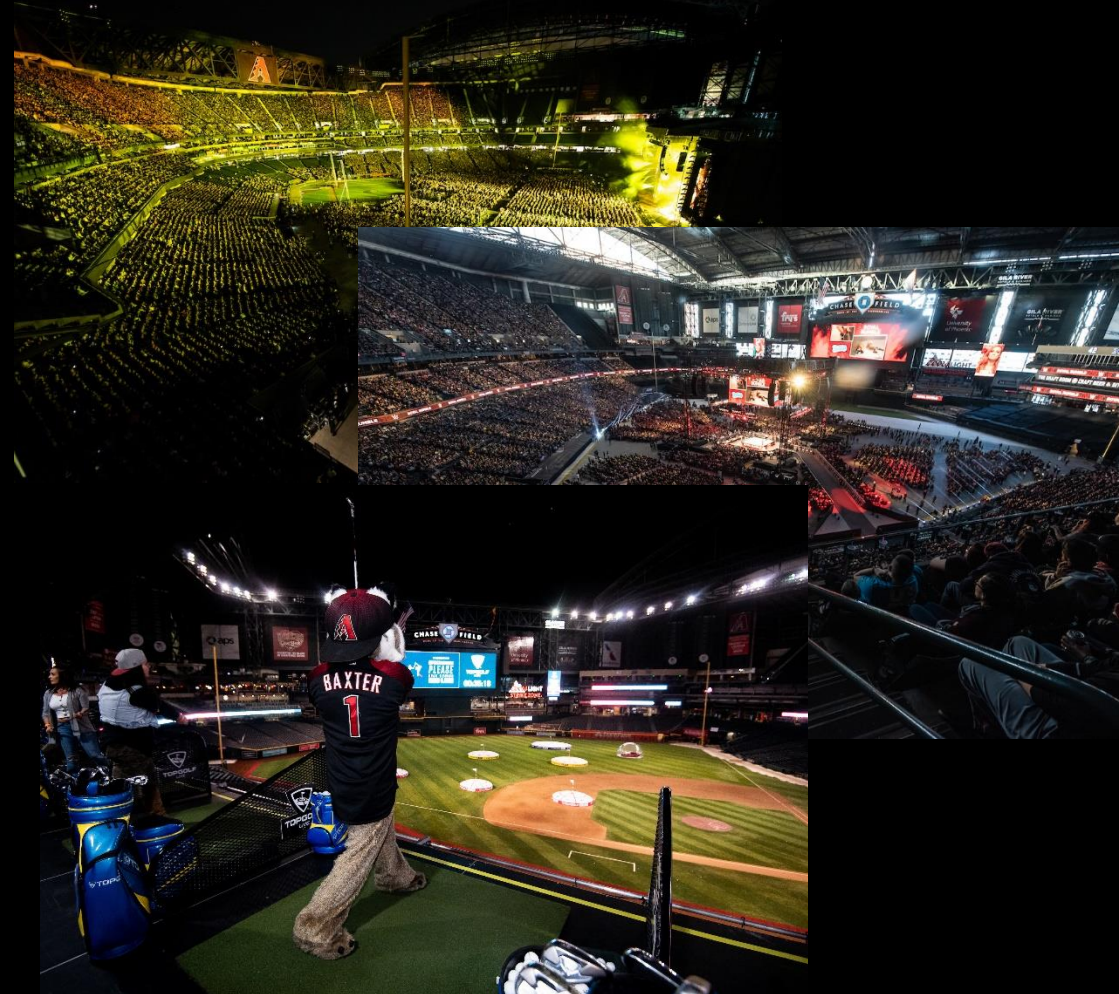
- In 2012 promoted to Director, Ticket Sales. In 2013 promoted to Sr. Director, Ticket Sales.
- Direct oversight of five revenue generation departments and management teams.
- Implemented new customer service model that focused on membership best practices.
- Used strong analytics to drive membership retention and new sales approach.
- Helped grow overall ticket sales revenue of \$50M+. Directly overseeing \$30M+ in ticket sales revenue.
- Introduced leadership development for department Managers & Directors.
- Created increased synergy with Marketing Department to help better align Sales & Marketing Departments.
- Revamped sales events and processes to drive increased engagement from client decision makers.
- Assisted in creating in house developed/custom CRM system.

Career Progression

“The riskiest thing we can do is just maintain status quo” – Bob Iger

Arizona Diamondbacks

- In 2018 promoted to VP, Ticket Sales & Events.
- Became the first employee of new business venture for the Arizona Diamondbacks, overseeing all non-baseball events at Chase Field.
- Generated and executed key revenue generating events including; concerts, entertainment shows, corporate events, and premiere baseball showcases.
- Developed strategic business plan to set budget and align departments across the organization on Events & Entertainment goals.
- Trained and developed current sales reps to sell non-baseball events.
- Created key strategic partnerships with influencers and decision makers in the events & entertainment ecosystem.
- Worked in synergistic approach with operations staff to execute some of the world's biggest events.



Career Progression

“Strive not to be a success, but rather to be of value” – Bob Iger

TeamSnap

- Helped establish brand new role for the organization overseeing Strategic Partnerships with large national youth sports organizations and governing bodies of sport.
- Worked closely with several departments to maximize partnerships and provide value.
- Internal voice and point of contact externally for TeamSnap's largest customers and sports organization partners.
- Planned and executed on-site activations and events around the nation.
- Successfully collaborated and created team first culture in a remote work environment.
- Prospected and created new partnerships from initial call to final contract execution.
- Retained key partnerships with growth mindset on producing additional revenue YOY.



Career Progression

“Energy and persistence conquer all things” – Benjamin Franklin

Cirque du Soleil



- In 2024, took the role of Director of Global Sales for one of the largest entertainment companies in the world.
- Oversight of over 8,000 shows touring across North America, Europe, and Australia.
- Directly oversee 9 sales reps, 1 Sr. Manager, and 2 support staff.
- In 2024 team produced over \$24M in group & hospitality ticket revenue across the globe.
- Helped drive implementation of technology and CRM tools that have provided efficiencies and increased revenue.
- Set strategy, lead campaigns, cadences, and for over 50+ touring markets.
- Work closely with external partners (arena's & theaters) to drive group and hospitality revenue from their sales teams.
- Revamped sales events and processes to drive increased engagement and relationships.

Professional Recognition /Community Involvement

“Service to others is the rent you pay for your room here on earth” – Muhammad Ali

Awards/Community Involvement

- Named to the Arizona Diamondbacks President’s Council in 2011. Awarded to 12 employees per year who go above and beyond to positively influence the organization.
- Graduate of D-backs Leadership Academy & Dale Carnegie Leadership Training.
- Selected to co-lead employee driven volunteer league and team in 2012. Team set a world record for awareness paper dolls to help Foster Care Initiatives.
- Named organizational MVP of D-backs Give Back League in 2013 .
- Selected to the board of the Daniel Summit Conference. Focused on connecting industry leaders to grow in their faith, leadership, and influence.
- Selected to the board of local Fellowship of Christian Athletes in 2020.
- Twice led local “Angel Tree” program for kids gifts around the holidays.

