

David Reubin Symington

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Commercial marketing leader and expert AI integrator delivering multi-million-dollar growth across tech, sports, media, and mega-events. With a 19+ year career in marketing spanning EMEA, APAC and the Americas, is proven at scaling large teams, unlocking EBITDA via new revenue streams, and repositioning brands into market leaders internationally. Trusted partner to senior leadership, government partners, and global clients, with a track record of delivering measurable ROI, international expansion, and sustainable revenue growth.

Employment

Agence 17 – Founder & CEO

January 2026 – Present

- Build **AI-powered** products that solve every day work problems.
- Work with businesses struggling to convert marketing into revenue to create full-funnel strategies that they can tie directly back to **revenue**.

Tahaluf - Riyadh

November 2024 – December 2025: Marketing Director

- **Scaled and professionalised a 50+ person multi-disciplinary marketing organisation**, integrating brand, performance, and communications to deliver Tahaluf's \$100m+ flagship portfolio across seven global events (LEAP, LEAP East, Money20/20 Middle East, Cityscape Global, Black Hat MEA, DeepFest, IDWSC).
- **Repositioned flagship events into global market leaders**: LEAP was recognised as the #1 tech conference in the world, and LEAP 2025 won Best Exhibition of the Year at the Middle East Event Show Awards. Black Hat MEA 2024 recognised as *Best Commercial Team* (EN Awards 2025) and *Best International Conference* (AEO 2025).
- **Oversaw all marketing functions** including strategy, brand, creative, PR and analytics, succeeding in **reducing YoY CAC by 35%**. **Worked cross-functionally** with sales, driving a YoY increase in **SQLs of 273%**.
- **Launched a new paid ticketing model** across all 2025 events, generating **\$4m incremental EBITDA in Year 1**, creating a recurring revenue stream beyond sponsorship and exhibitor sales.
- **Managed client and government stakeholders** to align on joint initiatives which contributed to a 64% YoY increase to 21% of the company's results in 2025. Integrated client and attendee feedback, securing a **41% YoY increase** in our NPS scores.

Ticketmaster Sport - London

October 2022 – October 2024: Vice-President, Marketing & Communications

- Redefined the company's brand positioning which led to a quadrupling of the 2024 revenue pipeline to **\$12m**, securing marquee partnerships including the **Premier League** (#1 supplier) and **Ascot Racecourse**.
- **Launched and scaled** a new Analytics & AI division, commercialising Ticketmaster's data assets into a recurring revenue line and strengthening EBITDA contribution.
- **Built the launch playbook** as the business launched into new markets, reducing GTM timelines by 50%.
- Created "Legends in Sport", a flagship client summit uniting **150+ senior sports executives (NPS +91)**, cementing Ticketmaster's reputation as an industry thought leader.
- Pivoted the company's reputation from an outdated technology supplier to an award-winning and client-winning success securing **market validation** through multiple awards: Best Use of Football Technology 2023, Sports Technology of the Year 2023, for data-driven innovation in ticketing and a #49 ranking in the Power List of the 100 most powerful sports brands (Sports Technology Awards 2024).

September 2021 – September 2022: Marketing Director for Olympic Hospitality

- Designed and executed global marketing strategy for a **\$1B+** Olympic Hospitality programme (Paris 2024),

- spanning **200+ markets** and establishing a scalable demand engine for premium ticketing and hospitality.
- Forged **strategic partnerships** with Endeavor, On Location, the IOC, and 200+ local committees, positioning Ticketmaster as the exclusive global sales and marketing partner and cementing its leadership in major-event hospitality.

TikTok - London

March 2021 – August 2021: Creator and Ecommerce Marketing - FMCG

- First UK hire** for TikTok Shop's e-commerce launch, tasked with building creator acquisition, driving over \$1M+ sales from FMCG within six months.
- Developed creator markets** in the UK and France, onboarding 1,000+ emerging creators to produce commercial content and accelerate TikTok Shop adoption. **Scaled cross-functional solutions globally**, aligning with senior stakeholders across TikTok to refine go-to-market strategy and optimise campaign performance.

Ticketmaster Sport - London

December 2020 to February 2021: Director, Sales & Marketing

- Led B2B and B2C marketing** for a multi-sport portfolio including the Premier League, Premiership Rugby, cricket and motorsport, strengthening Ticketmaster's market dominance in elite sports.
- Orchestrated global sales & marketing pitch strategy** for Olympic bids (Paris 2024, Milan-Cortina 2026, LA 2028), positioning Ticketmaster as the preferred partner for \$1B+ hospitality and ticketing rights.
- Increased client pitch conversion from 47% to 72%** in 2021, materially accelerating new business growth and expanding enterprise pipeline.

December 2014 to November 2020: Senior International Content & Campaigns Manager

- Drove global marketing strategy across 23 territories**, achieving 5x growth in annual ticket sales and a 10x uplift in referral traffic, cementing Ticketmaster's international footprint.
- Pioneered livestreaming strategy** during COVID-19, selling 11.5M tickets in 2020 and creating a new multi-million-dollar revenue stream under crisis conditions.
- Advised senior leadership** with market intelligence and post-campaign analysis, directly shaping global strategy and maximising long-term commercial return.

Discovery Channel – London / Paris

May 2012 to November 2014: Digital Producer

- Developed and executed digital strategy** that propelled Discovery France to the **#1 factual channel** for three consecutive years, driving audience growth and advertising revenue.
- Led the launch of Discovery Science Channel**, securing the **#2 market position** within six months and expanding Discovery's share of the French broadcast market.

Warner Music (ADA) - London

April 2008 to April 2012: Label Manager

- Drove international promotion**, marketing and sales for independent labels, doubling digital revenue within 12 months by partnering with iTunes and global marketing teams to scale digital distribution.

Education

- Trinity College Dublin, History BA with Honours
- École Active Bilingue Jeannine Manuel in Paris, International Baccalaureate

Languages

- English (Fluent), French (Fluent), Spanish (A* at A Level), German (Working), Italian (Working)