



OAK VIEW GROUP APPOINTS KRISTINA HENEY EVP MARKETING, MEDIA & CONFERENCES

LOS ANGELES, CA (September 26, 2023) – [Oak View Group](#) (OVG), the global venue development, advisory, and investment company for the sports and live entertainment industries, today announced the appointment of **Kristina Heney** as executive vice president (EVP) Marketing, Media & Conferences. In this newly created position, Heney will become OVG’s head of OVG marketing and communications and also take on leadership of the company’s expanding media and conferences division, including the industry-leading Pollstar & VenuesNow brands. Heney, who will be based in New York, will report to **Francesca Bodie**, president, business development, and **Chris Granger**, president, OVG360. She assumes her new post effective immediately.

Bodie commented, “We are thrilled to welcome Kristina to the OVG Family. She has demonstrated success in working with global sports and entertainment brands and approaching opportunities with a balance of creativity, and data science and analytics. With her deep understanding of the live events and experiential industry, we are confident Kristina can continue our substantial growth momentum while transforming the OVG brand story and our Media and Conferences Division to support OVG and our growth vision.”

As head of OVG marketing, Heney will oversee corporate communications and marketing and be tasked with establishing the OVG brand on a global basis as a disrupter and thought leader, as well as leveraging proprietary data to grow OVG businesses including its owned and operated venues, OVG 360, OVG Hospitality, Global Partnerships, GOAL, and Crown Properties Collection. Heney is also responsible for expanding OVG’s Media & Conferences division into a global presence in the live entertainment space, developing new approaches and differentiated content, and further establishing Pollstar & VenuesNow brands as leading industry experts. All Media & Conferences leadership will report to Heney.

“I am so excited to be joining Oak View Group at this moment in its history,” said Heney. “There has been a tremendous growth story over the last 8 years and I’m looking forward to harnessing its incredible business success to craft a story that will support its growth ambitions. Global assets, partnerships, and proprietary data are all critical elements of developing OVG as a trusted international brand across the live event, venue management, and hospitality space. I am also looking forward to growing the global reach of our media and conferences division, exploring new content avenues, and international thought leadership.”

A seasoned C-suite executive with more than 25 years of experience, before joining OVG, Heney was chief marketing & experience officer for Cirque du Soleil Entertainment Group from 2015-2000 where she led the global branding, marketing, communications, and performance for Cirque du Soleil’s portfolio of 10 brands across 65 countries and 15 million guests. Heney’s experience includes 15 years with Madison Square Garden Entertainment as SVP of marketing, sales & revenue management for all concerts, productions, and family attractions at MSG-owned properties. Prior to MSG, Heney worked for the National Basketball Association (NBA) as senior



manager of Global Merchandising Group managing the NBA, WNBA, and USA Basketball global collectibles categories. Most recently, she served as chief marketing & and revenue officer at City Experiences, a global travel experiential company.

Heney earned a master's in business administration (MBA) from Gabelli School of Business, Fordham University, and received her bachelor's degree from Colgate University. Since 2000, Heney has served as a board member of South Mountain YMCA and has been recognized by Forbes CMO Next 2019, New York's Most Influential Women in Marketing 2019 (Agency Spotters), served as a Clio Juror for the Live Entertainment Category and is a founding member of CHIEF, a Women's Leadership Member Organization.

Since the formation of OVG's Media & Conferences division, Pollstar and VenuesNow, and their respective flagship conferences Pollstar Live! and VenuesNow Conference, have enjoyed unprecedented success. Taking place this year for the first time in Palm Springs, VenuesNow Conference launched in 2016, has been on a record-setting pace following VNC4 in Seattle and VNC5 in Austin, Texas. For more than 30 years, Pollstar Live!, set for February 6-8 in Los Angeles, remains the largest gathering of live entertainment professionals in the world and has risen to new heights under OVG, with dynamic sessions and such speakers as Garth Brooks, Dave Grohl, Nicki Minaj, Pitbull, Jon Bon Jovi, Sharon Osbourne, Sebastian Maniscalco, and other artists joining the most visionary executives and innovators in live. The Pollstar Awards is the most relevant and coveted recognition of achievement in the live industry, with recent appearances by Don Henley, Dave Chappelle, Dave Grohl, Elton John, Sebastian Maniscalco, and many more industry leaders in celebration.



Kristina Heney

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About Oak View Group (OVG)

Oak View Group (OVG) is a global sports and entertainment company founded by Tim Leiweke and Irving Azoff in 2015. OVG is focused on being a positive disruption to business as usual in



the sports, live entertainment, and hospitality industries and currently has eight divisions across five global offices (Los Angeles, New York, London, Philadelphia, and Toronto). OVG is world-renowned as the leading full-service live entertainment and hospitality group, with 11 major new arenas either open or under development including Climate Pledge Arena at Seattle Center; UBS Arena in Belmont Park, NY; Moody Center in Austin, TX; Acrisure Arena in Greater Palm Springs, CA; and CFG Bank Arena in Baltimore, MD; as well as arena development projects for Co-op Live in Manchester, UK; Anhembi Arena in São Paulo, Brazil; FirstOntario Centre Arena in Hamilton, ON; a New Arena and entertainment district in Las Vegas, NV; a New Arena in Cardiff, Wales; and Vienna, Austria. OVG360 is a full-service venue management, hospitality solutions, and venue services company servicing more than 400 arenas, stadiums, performing arts centers, culture institutions, and convention centers worldwide. More information at OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).

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