



Commercial Executive

Permanent | Full-time

Location

Wimbledon, London SW19 8ND (Office-based)

Team Reporting and Structure

Reporting to: Director of Sales

Role Overview

The Commercial Executive is responsible for generating revenue across Nineteen Group's exhibition, sponsorship and digital products through new business development and account growth.

Managing the sales process from lead generation and prospecting through to negotiation and contract close, the role will focus on identifying new commercial opportunities, developing strong client relationships and building a healthy sales pipeline.

Working closely with the wider commercial and event teams, the Commercial Executive will deliver against agreed revenue targets while providing an excellent experience for exhibitors and sponsors throughout the event cycle.

Key Responsibilities

Sales & Revenue Growth

- Generate revenue across exhibition space, sponsorship packages and digital products.
- Manage the sales process from lead generation and prospecting through to negotiation and contract close.
- Identify and develop new business opportunities.
- Achieve agreed revenue targets and commercial KPIs.
- Identify opportunities to grow revenue from existing accounts.

Account Management & Client Relationships

- Build and maintain strong relationships with exhibitors, sponsors, and key stakeholders.
- Manage customer relationships throughout the event cycle.
- Understand client objectives and recommend appropriate commercial solutions.
- Support the development of tailored exhibition and sponsorship packages.
- Deliver excellent customer service before, during and after each event.
- Support clients onsite and proactively secure rebookings for future events.



CRM, Pipeline & Reporting

- Maintain accurate and up-to-date CRM records.
- Keep sales opportunities and pipeline information updated.
- Maintain consistent sales activity throughout the year.
- Ensure commercial agreements and client deliverables are accurately administered.
- Support wider commercial reporting and forecasting requirements.

Qualifications

Essential

- Excellent communication and relationship-building skills.
- Confidence engaging prospective and existing customers.
- A proactive, driven, and commercially focused approach.
- Strong organisational skills and time-management skills.
- Confidence working towards sales targets and KPIs.
- Ability to build relationships in a fast-paced environment.
- Ability to work independently and collaboratively as part of a team.
- Curiosity and willingness to develop new commercial and sales skills.

Desirable

- Previous B2B sales, business development or customer-facing experience.
- Experience within events, exhibitions, media or a related industry.
- Experience managing a sales pipeline or using CRM systems.
- Experience selling exhibition space, sponsorship or digital products.
- Previous experience working towards revenue targets.

Company Overview

www.nineteengroup.com

Nineteen Group is a fast-growing events and media business backed by Phoenix Equity Partners, serving vital sectors including security, fire safety, emergency services, retail technology, health and safety, construction, manufacturing, and more.

We build vibrant industry communities through world-class events and media, creating spaces where ideas are shared, relationships are formed, and practical solutions shape the future.

Headquartered in Wimbledon, London, with offices across the USA, Hong Kong, and Singapore, Nineteen is powered by a passionate global team. Our people live our KADI values – Kind, Agile, Driven, and Inclusive – because we're a culture-first organisation that puts our people first; we just happen to do great events too.

Nineteen embraces diversity and equal opportunity and is committed to building teams that represent a variety of backgrounds, perspectives and skills.



Equal Opportunities

Inclusivity is at the heart of everything we do at Nineteen, and that requires a diverse team of great colleagues who feel they have a clear place with us, supporting us all to grow. The more inclusive our employees feel, the better we feel and the quicker we all develop. We are keen to meet people with varied backgrounds and experiences.

We recruit based on merit, potential, and fit to our cultural values. Product knowledge we can teach.