

*For Immediate Release*

**SPECTRA BY COMCAST SPECTACOR ANNOUNCES KEN LESNIK AS  
DIRECTOR OF PERFORMING ARTS**

**IRVINE, Calif. (Jan. 26, 2015)** – Spectra by Comcast Spectacor today announced it has hired Ken Lesnik as Director of Performing Arts of its Ticketing & Fan Engagement division (formerly Paciolan). Lesnik will oversee business development and retention for Spectra Ticketing & Fan Engagement’s performing arts and theatre business. Lesnik has nearly 30 years of experience in the ticketing and live entertainment industries, and has held key roles at numerous industry organizations where he led sales, marketing and business development.

“We are thrilled to have Ken Lesnik join our business development team as Director of Performing Arts to manage more than 80 relationships with our prestigious arts and entertainment organizations,” said Dave Butler, President and CEO of Spectra Ticketing & Fan Engagement. “Ken has vast knowledge and experience in the ticketing and live entertainment industry combined with a passion for building and maintaining relationships and delivering innovative solutions to our diverse arts community.”

Lesnik previously served as Vice President of Business Development at ScoreBig, Inc., a company that enables consumers to name their own ticket price to millions of sports and live entertainment events. Lesnik created and oversaw the company’s performing arts, theatre, attractions and family entertainment business.

At ScoreBig, Lesnik was the founding sales executive and worked in conjunction with some of the biggest names in live entertainment, including Feld Entertainment, New York Philharmonic, Boston Symphony Orchestra, Center Theatre Group, AT&T Performing Arts Center, the New Jersey Symphony Orchestra, Knott’s Berry Farm and Busch Gardens.

Lesnik also spent 14-plus years at Ticketmaster where he served as Senior Director of Sales and Marketing for the company’s Eastern Region for five years, among other sales and marketing positions. Lesnik was an integral part of the regional leadership team that oversaw client acquisition and retention, product sales, marketing and sponsorship, and worked with organizations including the Madison Square Garden, Radio City Music Hall, New York Yankees, The Nederlander Organization, Disney Theatrical Productions and the New York City Ballet.

Early in his career, Lesnik got his start in the New York City concert industry working for concert promoter Ron Delsener. Lesnik also spent time as a booking agent with Associated Booking Corporation in New York City where he represented a number of legendary artists, including B.B. King, Albert King, Anita Baker and The O’Jays.

“I am excited and eager to join Spectra Ticketing & Fan Engagement to begin a new chapter and work with some of the industry’s most thought-leading arts organizations,” said Ken Lesnik, Managing Director of Performing Arts of Spectra Ticketing & Fan Engagement. “Spectra has a client-centric methodology, a sense of community and a vision for growth through industry-leading solutions and integrated services that help arts and entertainment organizations engage their patrons and drive revenue.”

Lesnik earned a bachelor’s degree in political science from Union College (N.Y.) and an MBA in marketing and international business from the Stern School of Business at New York University. Lesnik and his wife, Jessica, their two children, Sam and Amanda, and their dog named Ozzy, reside in Livingston, N.J.



### **About Spectra Ticketing & Fan Engagement**

Spectra's Ticketing & Fan Engagement division is a leader in ticketing, fundraising, marketing, and analytics solutions with over 35 years of experience. Spectra Ticketing & Fan Engagement enables college athletic programs, arenas, professional sports, and performing arts clients to sell more than 120 million tickets per year.

### **About Spectra**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan). Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

Comcast Spectacor is part of Comcast Corporation, a Fortune 50 media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., in addition to Spectra, Comcast Spectacor owns and operates the National Hockey League's Philadelphia Flyers and the Wells Fargo Center venue. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com), [PhiladelphiaFlyers.com](http://PhiladelphiaFlyers.com) and [WellsFargoCenterPhilly.com](http://WellsFargoCenterPhilly.com) for more information.

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