

GM of Events - JD

About Turpentine:

Turpentine is a network of podcasts, newsletters, and more, covering technology, business, culture, and the trends driving our future.

Turpentine is founded by Erik Torenberg, a technology entrepreneur and investor. Previously, he was the chairman [On Deck](#), co-founder and general partner at [Village Global](#), and first employee at [Product Hunt](#). Learn more about Erik via his [website](#) or [X](#).

About this job:

Currently, Turpentine's core product is [a podcast network](#). We have launched 17 shows to date that bring in 250k unique monthly listeners, and Erik has spearheaded the playbook of how we launch, produce, monetize, and grow podcasts — essentially playing as the “GM of Podcasts”. We're looking for someone to do the same for events, a new business unit we want to develop.

The GM of Events will create the flagship event series for Turpentine, and work with the current internal operations team to announce, project-plan for, and execute our first event in 2024 or early 2025. Think of this event as Turpentine's version of [TechCrunch Disrupt](#), or [Blockworks' Permissionless](#).

The ideal candidate is someone who has successfully conceptualized, executed, and monetized a large tech event (1000+ attendees) previously, preferably for a media company.

What you'll do:

- Within the first three months of the role, you'll...
 - Conceptualize and announce Turpentine's first flagship event, to take place in late 2024
 - Secure and vet speakers through Erik and Turpentine's network
 - Secure venues for events taking place throughout the event week
 - Plan out different event “tracks” based on relevant sectors - AI, healthcare, etc.
 - Work closely with our internal sales team to determine the monetization strategy for events (sponsorships, ticket sales, etc.)
- Within the first year of the role, you'll...
 - Execute end-to-end the first Turpentine event profitably
 - Arrange travel, accommodations, and more for speakers
 - Contract and manage event photographers, videographers, event rental suppliers, caterers, etc.
 - Operationalize the internal production process for events so the business unit can bring in \$1M in revenue for Turpentine within the first year of its existence

Who you are:

- Ideally, at least 3 years of experience creating and executing large-scale events within the tech and media landscape
- Someone who is an operator and executor at heart. You will have to not only set the strategy for Turpentine, but do the sometimes menial tasks of booking vendors, securing locations, etc. themselves. We have a small team of 5 full-time team members currently.
- A self-starter with high ownership who has the track record of learning new things at a lightning pace, and the ability to form keen insights about them.

Other information:

- Location: Anywhere in the U.S. (Erik is currently in SF, so that is preferred but not required)
- This [linked blog post](#) is great inspiration for the opportunity at hand.