



ENTERTAINMENT  
SOLUTIONS LLC

RAY@ESIUSA.NET | 347 844 0934

## ENTERTAINMENT SOLUTIONS LLC.

ESI is a consulting company specialized in providing thorough analysis on the entertainment business. Through consultation in the areas of operations, security, profit & loss, liability exposure, customer service, and community relations; ESI will identify opportunities for improvement, and assist you creating new strategies that will ensure maximum financial profitability to your venue.

ESI will assist you in the following key areas of business:

### PRODUCTIVITY

- Identify the desired market using highly effective promotional tools and marketing skills.
- Create a business plan and operational budget for all areas of responsibility.
- Maintain cost of good and cost of labor levels well below industry standard

### OPERATIONS

- Participate in the financial operating and capital planning processes, and make recommendations that achieve desired financial results.
- Assemble a highly effective team of professionals who are experts in their particular field.

### CUSTOMER SERVICE

- Train team members to consistently anticipate customers' needs and strive to exceed expectations.
- Coordinate all departments to ensure total guest satisfaction and efficient operations.

### STAFF

- Create a safe, friendly, comfortable environment that motivates employees.
- Ensure proper staffing levels are maintained to maximize profitability and provide exceptional service.

### COMMUNITY RELATIONS

- Act as a liaison with all local agencies.
- Ensure the business is perceived as a productive member of the community in which it operates.

## RAY MONTGOMERY

Entertainment Solutions LLC was created by Ray Montgomery after twenty years of experience in all areas of nightlife operations. He has extensive knowledge managing large capacity venues, supervising hundreds of employees, creating and implementing innovative business plans and marketing strategies.

The venues Mr. Montgomery has managed have been highly successful due to the result of great programming and effective promotions.

Mr. Montgomery's experience includes The Grammys coordination at Radio City Music Hall, and the security handling of O Magazine Vip guests at Jacob Javits Convention Center.



Ray Montgomery's superior performance while operating The Pool at Harrah's Resort & Casino was recognized by Harrah's Entertainment which awarded him The Excellence in Leadership Award (EIL) for achieving superior business results with legendary leadership. Under Mr. Montgomery's management The Pool was ranked within the top 5 Super Clubs nationwide in 2009 by the Winter Music Conference for the # 1 Super Club Award.

**“Montgomery’s schmoozing skills and attention to detail have already added oversight of promotions to his original portfolio as operations director”**  
– Stuff @ Night

Previous to operating The Pool at Harrah's in New Jersey, Mr. Montgomery also managed venues in Boston (Avalon) and New York City (Lotus, The Tunnel, Club USA, among others), showing the ability to work in different environments and jurisdictions. It was under his supervision that Avalon and The Tunnel received the very coveted #1 Super Club Award by The WMC.



## EXPERIENCE:

### THE POOL AT HARRAH'S RESORT & CASINO: ATLANTIC CITY, NJ

Director of Pool & Nightlife Operations, August 2007-April 2009

- Overall responsibility for management of The Pool, a 23,000 square foot multi-faceted entertainment venue within Harrah's Resort & Casino that functions as a resort pool & restaurant during the daytime and a high end 2,100 capacity club at night.
- Created and implemented an aggressive business plan and operational budget that resulted in a 55% increase in revenue goals as well as 12% reduction of cost of goods and 10% reduction of cost of labor within a 20 month time period.
- Awarded 2009 Excellence in Leadership Award by Harrah's International, an annual award recognizing a select group of executives throughout Harrah's world wide organization who have demonstrated superior results in leadership and financial achievement.
- Responsible for development of all promotional materials, events and marketing campaigns to include securing VIP and celebrity talent for venue which increased customer base by 110% and resulted in several awards for venue in 2009: Best Dance Club, Best Resident DJ, Best Bottle Service and Best Industry Night Specials by ACWeekly.com.
- Collaborated with Sales, Food & Beverage and Catering departments to execute catered events at The Pool, contributing to an increase of 105% in private functions for facility.
- Provided direction to Pool Supervisors & Managers to ensure that all Pool activities were performed according to established company policies and procedures and proper staffing levels maintained.
- Ensured exclusive customer service in alignment with company and department goals while exceeding customer's expectations in the area of private cabana/Jacuzzi rentals and VIP bottle service resulting in venue being rated 2008 Best Pool Award by Casino Player Magazine.

### AVALON/AXIS & I/D/EMBASSY/MODERN: BOSTON, MA

Director of Operations, April 2003 – February 2007

- Managed and operated all aspects of a 5-club, 4000 capacity venue which featured internationally known musical acts, live musical artists and DJ's such as Tiesto, Paul Oakenfold and Carl Cox.
- Increased profitability by 400% within a four year time period.
- Developed and implemented sales and marketing strategies to increase customer base.
- Coordinated food festivals with the most reputable Boston restaurants, daytime street parties and concerts with over 6,000 patrons.
- Supervised over 300 employees including managers, security, bar staff and promoters.
- Responsible for annual budgets and satisfying financial goals.
- Established relationships with local business leaders which resulted in a significant increase in corporate events.
- Created and implemented effective loss prevention program.
- Initiated and maintained relationships with the local licensing/entertainment boards and law enforcement to provide a safe environment without sacrificing customer service.

### LOTUS RESTAURANT AND NIGHTCLUB: MANHATTAN, NY

Manager, October 2002 – March 2003

- Hired, trained and supervised security of a 1000 capacity venue.
- Represented the venue with local and city boards.
- Facilitated the VIP and celebrity clientele.



### SPEED NIGHTCLUB: MANHATTAN, NY

Managing Partner, October 1999 – September 2002

- Responsible for overall operations and promotions for the venue.
- Hired, trained and supervised staff for the club with a capacity of 1200.
- Developed relationships with community leaders to coordinate club activities for general public.
- Created positive public perception of the venue.

### THE TUNNEL: MANHATTAN, NY

General Manager, January 1995 – October 1999

- Managed and operated venue with a capacity of over 2700 with a staff of over 300 employees.
- Maintained the cost of labor and the cost of goods below industry standards.
- Created cost effective staffing, marketing, and promotional plans.

### CLUB USA: MANHATTAN, NY

Operations Manager, December 1992-December 1994

- Managed service and security staff for ultra exclusive venue specializing in the entertainment of high end clientele.
- Coordinated all events and acted as a liaison with the local and federal police officials and client's private security.
- Developed and mastered the art of servicing the elite class.

### THE UNDERGROUND NIGHT CLUB: MANHATTAN, NY

Promotions Manager, June 1986 – June 1990

- Sourced musical artists & DJ's.
- Negotiated contracts with various DJ's and artists' managers.
- Developed and implemented marketing strategies.
- Successfully marketed and hosted various VIP events.