



Commercial Manager

Permanent | Full-time

Location

Wimbledon, London SW19 8ND (Office-based)

Team Reporting and Structure

Reporting to: Director of Sales

Role Overview

The Commercial Manager is responsible for driving revenue growth across Nineteen Group's exhibition, sponsorship and digital products through a combination of new business development and account management.

Managing the full sales cycle from lead generation and prospecting through to negotiation and contract close, the role will focus on identifying new commercial opportunities, developing strong relationships with exhibitors and sponsors, and growing existing accounts.

Working closely with the wider event and commercial teams, the Commercial Manager will maintain a strong sales pipeline, consistently achieve revenue targets and ensure clients receive maximum value from their partnership with Nineteen Group.

Sales & Revenue Growth

- Manage the full sales cycle from lead generation and prospecting through to negotiation and contract close.
- Drive revenue across exhibition space, sponsorship packages and digital products.
- Achieve agreed monthly revenue targets and commercial KPIs.
- Identify and secure new business opportunities.
- Maintain a strong and accurate sales pipeline.
- Identify opportunities to grow and maximise revenue from existing accounts.

Account Management & Client Relationships

- Build and maintain strong relationships with exhibitors, sponsors, and key stakeholders.
- Manage customer relationships throughout the full event cycle.
- Understand client objectives and develop tailored commercial solutions.
- Deliver excellent customer service before, during, and after each event.
- Ensure clients gain maximum value from their participation.
- Support clients onsite and proactively secure rebookings for future events.



Commercial Planning, CRM, & Reporting

- Maintain accurate and up-to-date CRM records and sales pipeline information.
- Provide accurate revenue forecasts and regular updates on commercial performance.
- Maintain consistent sales activity throughout the year.
- Ensure commercial agreements, contracts, and client deliverables are accurately administered.
- Use sales performance and pipeline data to identify opportunities and prioritise activity.

Qualifications

Essential

- Proven B2B sales experience with a strong track record of achieving revenue targets.
- Experience managing the full sales cycle from prospecting through to closing.
- Strong negotiation and relationship-building skills.
- Excellent verbal and written communication skills.
- Commercially focused with strong planning and organizational skills.
- Confident managing multiple client relationships and opportunities simultaneously.
- KPI-focused with the ability to work effectively in a target-driven environment.
- Ability to work independently and collaboratively as part of a wider commercial team.

Desirable

- Previous exhibition, events, media or sponsorship sales experience.
- Experience closing high-value B2B commercial agreements.
- Knowledge of exhibition stand sales, sponsorship, and digital commercial products.
- Experience using CRM systems and maintaining accurate revenue forecasts.

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.