

SALLY PHILLIPS

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Senior events and tournament operations professional with 10+ years' experience delivering high-profile sporting and corporate events. Based in Singapore, ready to hit the ground running, specialising in leading complex projects, managing multi-disciplinary teams, and delivering measurable results in attendance, revenue, and client satisfaction. Highly organised, proactive and skilled at driving excellence under pressure.

The Queen's Club Ltd

Tournament & Events Manager, Nov 2022 – Sept 2025

Tournament & Events Coordinator, Dec 2012 - Nov 2022

Experienced events manager delivering one of the UK's most prestigious international tennis tournaments, the ATP & WTA 500 HSBC Championships (formerly Stella Artois, Aegon & Cinch Championships), managing ticketing, hospitality, and day-to-day event logistics for members and corporate guests. Whilst additionally taking full ownership of a year-round calendar of premium in-house social events, spanning concept creation, budgeting, marketing, supplier management and live delivery from intimate fine wine dinners to large scale events with 300+ guests.

- Delivered operational management for the ATP 500 Championships (now ATP & WTA 500 HSBC Championships), consistently achieving record-breaking financial performance with exceptional member and client satisfaction
- Successfully project-managed the expansion of the Tournament from a one-week ATP event to a two-week combined ATP & WTA 500 Championship in 2025, managing significantly increased scale, complexity and stakeholder expectations within a 10,000 seat arena
- Project managed Tournament ticket allocations & pricing across all Member categories, including Debenture, Preferential, Board and Committee Members and led pre-Tournament hospitality bookings generating revenues of up to £100k per day during peak sales periods
- Acted as the primary front-facing liaison for the Club during the Tournament, managing relationships with members, corporate clients, external agencies and governing bodies
- Navigated the Club's transition from an ATP 250 Tour to ATP 500 Tour status in 2015, supporting increased global visibility, sales demand and operational complexity and oversaw the transition from physical to fully digital ticketing, improving member experience, reducing operational costs and increasing efficiency
- Owned and delivered a nine month rolling calendar of 40+ premium in-house events, ranging from black tie galas, fine wine dinners, classical music recitals to speaker events, creative evenings and summer BBQs, growing the popularity of events from a 75% take-up to a 90% capacity from 2023 onwards
- Oversaw budgeting, supplier management, ticket sales, event execution and post event processes including; ticketing, menu tastings, guestlists, room layouts, décor, back of house function schedules, on the day delivery, supplier invoicing, financial reconciliation, budget reporting and member feedback analysis
- Developed and maintained delicate member & supplier/contractor relationships, being proactive in all issues, finding fast solutions and acting on own initiative
- Managed corporate summer Sporting Days hosting team away days, charity drives or VIP client entertaining; required detailed coordination of room layouts, court coaching, specialized menus and delivering personalized guest support.

Career Break - Jun 2012-Dec 2012

Travelling to Vietnam, Australia, NZ & South America – gaining valuable life experience and a broader worldview

The Queen's Club Ltd - Tournament & Events Assistant

Contractual 3 months, Apr 2012-Jun 2012

- Supported the Queen's Club team through peak operational periods, delivering day-to-day office management, administrative assistance, and high-quality member service
- Demonstrated strong organisation, adaptability, and efficiency in a fast-paced environment

Housebites Ltd - Head of Operations

Contractual 4 months, Jan 2012-Apr 2012

- Managed the initial operations of this start-up company: recruiting, training & sustaining two dozen chefs whilst overseeing the Operations Assistant, supervising daily work and targets
- Managed the website, editorial/photographic content and maintained Twitter/Facebook/Blog accounts encouraging new business

Chillisauc Ltd - Product Manager

Mar 2010-Dec 2011

- Negotiated activity and accommodation rates for hen and stag groups across the UK and Europe, spending three months annually on supplier visits to secure rates 15% better than competitors and managing contracts with up to 75 partner suppliers
- Maintained strong supplier relationships and collaborated daily with a 25-person sales team, resolving issues promptly and ensuring alignment with company objectives

Adventura Ltd - Events & Operations Associate

Aug 2008-Mar 2010

- Organised multiple UK and international activity holidays, managing up to five departures on the same day, ensuring timely payments, supplier coordination, and high customer satisfaction
- Negotiated with suppliers, including hotel managers, activity providers, airlines, and transfers, while producing all website, newsletter, blog, and social media copy to tight deadlines and maintaining daily customer communication throughout

Temporary Roles, July 2006 – July 2008

EA/Committee Assistant, Crossrail

Editorial Assistant, Financial News

'Le Pub' Mountain Bar, Meribel France, Mountain Trading Company

IBM Data Entry Administrator, Wimbledon Tennis Championships

EDUCATION

University of Cardiff - Sociology BSC Econ – 2:1

Heathfield School - A Levels: English Literature, Media Studies, Theology (AS Level: History)

INTERESTS

- A love of sports – tennis, swimming, running and skiing
- Book worm – an avid reader always with my nose in a book
- City Breaks/Travel, the satisfaction of absorbing all a city or country has to offer

ADDITIONAL SKILLS

- 60 WPM typing
- Canva Design Savvy
- WSET Level 1 & 2
- MS Word, Outlook & Powerpoint