

CONTACT

pikotov@gmail.com

<https://www.linkedin.com/in/pikotov>

<https://reartix.com/>

+1 (514) 991-6136

Montreal, QC, Canada

COMPETENCIES

- Leadership
- Corporate Management
- Business development
- Strategy and Governance
- Creative direction
- Artistic Direction
- Contract negotiation
- Project management
- Communications and PR
- Brand and product marketing
- Public speaking
- CRM and database architecture
- Visual arts, photography, graphic design, 3D design and visualisation

EDUCATION

Power MBA program

(with excellence)

ThePower Business School (2022)

Disruptive Strategy – Certification

Harvard Business School (2020)

COC-NSO: Governance Series –

Certification

Queen's Executive Education - Smith

School of Business (2024)

Managing Change – Certification

HEC Montreal (2016)

Post-Graduate Program

Russian State Academy of Physical

Education (2002)

Bachelor Degree

Physical Education and Coaching

Russian State Academy of Physical

Education (1999)

Pavel Kotov

International leader with a vast experience in Live Entertainment, Performing Arts, Brand building, Visual arts, Marketing and Sports industries. Managed a team of 50+ specialists across diverse areas of expertise (performing arts, sports, marketing, IT, legal, finance, etc.) and annual operational budget of over \$5M. Highly adaptable, passionate about learning, human connection and building high-capacity dream-teams.

PROFESSIONAL EXPERIENCE

REARTIX, 2020 - PRESENT

FOUNDER

REARTIX is providing a wide range of services and consulting for Live Entertainment, Performing Arts and Sports (reartix.com). Supporting leading companies for strategy, creative and artistic direction, casting, creation, production, business development and project management for companies in North America, Europe, Asia and Middle East. Actively involved in industry innovation projects blending technology and performing arts in immersive, experiential, educational (edutainment) and cultural (museums) projects.

CIRQUE DU SOLEIL ENTERTAINMENT GROUP (2004-2024)

SENIOR BUSINESS EXECUTIVE AND STRATEGY (2023-2024)

Supported a diverse pipeline of over 30 projects in development, ranging from special events to signature shows. Main areas of expertise:

- **elaboration of business models**, ensuring the optimal product-market fit for new shows and events, time to market, optimization of financial and business parameters and projecting an optimal return on investment.
- global search and building relations with **potential partners** including the major top-tier companies in the Live Entertainment industry as well as investment companies, tourism, real estate development, hotels and hospitality in Middle East, Europe, North America and Asia.
- **generation of leads and business opportunities** - tracking multiple potential partners, performing business pitch, and ensuring internal and external alignment of all show creation opportunities.
- **contract negotiation** for the feasibility study and show/event production phase.
- **creation of visual presentation materials and delivering executive business pitch presentations**, supporting the higher management and Board of Directors for such presentations.
- **international markets analysis** of demographic, economic, tourism, competition and live entertainment landscape to prove feasibility and potential of new business opportunities in 40 major cities. Provided recommendations for potential and target markets for new signature shows and events.
- **comprehensive review and mapping of the business development process** with all internal stakeholders, with prioritization indicators.
- **implementation of Salesforce CRM database** for global management of business opportunities, achieving a **x10 increase** in pipeline management capacity.

LANGUAGES

- English (Full Professional Proficiency)
- French (Full Professional Proficiency)
- Russian (native)

SOFTWARE PROFICIENCY

- MS Office
- Google Suite
- Chat GPT and other AI tools
- Salesforce CRM
- Miro, Lucidchart
- Adobe Creative applications (Photoshop, Lightroom, Illustrator, Acrobat Pro, InDesign, Premiere Pro, Audition).
- WordPress, Elementor Pro
- Figma
- Canvas
- Blender 3D
- Cinema 4D
- Final Cut X
- Logic pro X
- etc...

SENIOR DIRECTOR, CASTING AND ARTIST MANAGEMENT (2018-2023)

Led the Casting for over 20 signature Cirque du Soleil shows, managed the global talent database of 150 000 artists and business contacts. Managed the team of 30+ employees in Canada and US and 40+ contractors globally to successfully run casting auditions and international scouting activities. Built and maintained the online application platform and process. Represented Cirque du Soleil in the Jury of over 35 renowned international circus festivals on 4 continents. Main areas of expertise:

- **strategic leadership** for the teams in Montreal, Las Vegas and France to support 3-5+ years vision and plan horizon for talent identification and management. The teams included over 15 different profile types (acrobatic, artistic, administrative, legal, financial, marketing, project management, etc.)
- **financial management** of the department budget: expenses, such as salaries, international calendar of casting activities with over 50 events per year, external contractual resources (partners); and managing revenues through the internal cost allocation process across 20+ shows and departments.
- **creation of a specific dedicated brand identity** for the casting department to enable the identification of the most unique talent in all areas of performing arts (circus performers, athletes, dancers, musicians, singers, actors, etc.). Diversified marketing activities online and offline.
- **supporting all internal groups of clients** – new creations, events, touring, resident and theatrical shows. Led or contributed to the casting of over 20 signatures shows. Enabling the process of candidate attraction, assessment and presentation for complex and diverse needs of the Company to recruit the best talent for Cirque shows.
- **establishing working conditions and parameters of employment of artists** for all roles at the Company and supporting successful contract negotiations and renewals, while keeping the artists' turnover very low (under 5%). Advising new show production on the optimal casting and artist management/conditions strategy for new and existing projects.
- **strategic alliances** with leading training and cultural centers, schools, cultural events, sports federations, such as International Gymnastics Federation and the Berkley College of Music). Representing the Company globally in the live entertainment industry across festivals (36 major festivals as a Jury Member) and conferences (18 events as invited speaker, including the White House).
- creation and support of a **diversified multi-channel digital ecosystem** – talent database of over 150 000 names (with the use of Salesforce CRM), website, social media channels with over 500 000 total follow-base, and the candidate management and artist lifecycle process pipeline. Implementing recruitment automation, crowd-sourcing and crowd-filtering tools. Pilot-testing of AI for casting.

CASTING DIRECTOR, TOURING AND RESIDENT SHOWS (2010-2018)

Supporting Senior artistic directors and Artistic directors for all signature Cirque du Soleil shows in operations in Las Vegas, Orlando, and on Tour globally. **Leading the team of 20 specialists and casting coordinators in charge of casting presentations.**

CASTING ADVISOR AND TALENT SCOUT (2004-2010)

Performing international scouting actions – event coverage and auditions, documenting all candidates in the database and presenting the top talent for new creations and existing shows.

GYMNASTICS CANADA (2022 – PRESENT) BOARD OF DIRECTORS

Ensure strategic advisory role for the Canadian National Sports Organization.
Act as the Chair of the Marketing and Communications committee.