

CONTACT

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<https://reartix.com/>

+1 (514) 991-6136

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

ThePower Business School

(02/2020-02/2022)

Power MBA program

(with excellence)

Harvard Business School

(05/2020)

Disruptive Strategy – Certification

Queen's Executive Education - Smith School of Business

(03/2024 – 06/2006)

COC-NSO: Board Governance Series – Certification

HEC Montreal

(2016)

Managing Change – Certification

Russian State Academy of Physical Education

(09/1999-06/2002)

Post-Graduate Program

Russian State Academy of Physical Education

(09/1995-06/1999)

Bachelor Degree

Physical Education and Coaching

Pavel Kotov

Former Senior Casting Director at Cirque du Soleil | Business Executive and Strategy | Talent Acquisition expert | People, Operations and Business Unit management | University lecturer and speaker | Certified Board Member

Led a team of 50+ specialists spanning performing arts, sports, marketing, IT, legal, and finance, managing an annual operational budget exceeding \$5M. Known for adaptability, passion for learning, fostering human connections, and building high-capacity, results-driven dream teams.

PROFESSIONAL EXPERIENCE

CIRQUE DU SOLEIL ENTERTAINMENT GROUP

SENIOR BUSINESS EXECUTIVE AND STRATEGY

11/2023-09/2024

Supported a pipeline of 30+ development projects, from special events to signature shows. Expertise includes:

- **Crafting business models** to ensure optimal product-market fit, time-to-market efficiency, ROI, and financial optimization.
- **Developing and nourishing global partnership** with top-tier Live Entertainment companies, investment firms, and industries like tourism, real estate, and hospitality in the Middle East, Europe, North America, and Asia.
- **Generating leads, tracking partners, delivering pitches, and ensuring alignment for show creation opportunities.**
- **Negotiating contracts** for feasibility studies and production phases.
- **Creating visual materials and delivering executive business pitches** for management and Board presentations.
- **Analyzing international markets** (demographic, economic, tourism, competition) in 40 cities to recommend targets for new shows and events.
- **Mapping the business development process** with prioritized indicators.
- **Implementing Salesforce CRM**, increasing pipeline management capacity by 10x.

CIRQUE DU SOLEIL ENTERTAINMENT GROUP

SENIOR DIRECTOR, CASTING AND ARTIST MANAGEMENT

02/2018-10/2023

Led the Casting for over 20 signature Cirque du Soleil shows and numerous special events, 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:** Directed teams in Montreal, Las Vegas, and France to align with a 3–5+ year vision for talent management, encompassing 15+ diverse profiles (artistic, administrative, financial, marketing, etc.).
- **Financial Oversight:** Managed budgets, including salaries, a global activities calendar (50+ annual events), and resource contracts; allocated costs across 20+ shows and departments.
- **Brand Identity & Marketing:** Developed a distinct casting department brand to attract world-class talent, leading to 800+ contracts each year. Spearheaded brand assets, website creation, and marketing campaigns, significantly boosting candidate engagement.
- **Casting & Talent Management:** Led or supported the casting of 20+ signature shows, and over 20 special events, facilitating talent recruitment for diverse roles. Maintained artist turnover under 5% through effective contract negotiations and cross-skilling strategies.
- **Industry Representation & Alliances:** Built strategic partnerships with global institutions (e.g., International Gymnastics Federation, Berklee College of Music) and represented the company at 36 festivals (as a jury member) and 18 conferences (as a keynote speaker, including at the White House).
- **Digital Transformation:** Established a multi-channel digital ecosystem, including a 150,000+ talent database (Salesforce CRM), website, and social media platforms with 500,000+ followers.

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...

MCGILL UNIVERSITY - SCHOOL OF CONTINUING STUDIES

COURSE LECTURER – “Live Show Creation and Production”

02/2025 - PRESENT

Teaching the Live Show Creation and Production at the McGill School of Continuing Studies that offers Professional Development Certificate in Executive Production in Creative Industries. This certificate course is designed to learn the business side of entertainment and project management in creative industries from beginning to end. This program is for aspiring professionals for over 15 roles in the creative industries to launch or advance their careers on the business side of entertainment.

EVERSEE

PARTNER, CHIEF CREATIVE AND STRATEGY OFFICER

12/2024 - PRESENT

EVERSEE is the new and the largest business forum and conference in Europe for live entertainment creative professionals. It will take place in Berlin, in June 2026. Side-by-side with the Founder and CEO, execute the role is to co-design the brand, positioning, the entire participant experience and programming, and set up the business development workframe and strategy for partners and attendees for a successful and sustainable business model: eversee.com

REARTIX

FOUNDER

05/2020 - PRESENT

Founder of REARTIX (reartix.com), delivering a wide range of consulting services for Live Entertainment, Performing Arts, and Sports. Provides strategic support in creative and artistic direction, casting, creation, production, business development, and project management for leading companies across North America, Europe, Asia, and the Middle East. Actively engaged in innovative industry projects, blending technology and performing arts to create immersive, experiential, educational (edutainment), and cultural (museum) experiences.

CIRQUE DU SOLEIL ENTERTAINMENT GROUP

CASTING DIRECTOR, TOURING AND RESIDENT SHOWS

10/2010-01/2018

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.**

CIRQUE DU SOLEIL ENTERTAINMENT GROUP

CASTING ADVISOR AND TALENT SCOUT

11/2004-10/2010

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

09/2022 – PRESENT

GYMNASTIQUE QUÉBEC

01/2025 – PRESENT

BOARD OF DIRECTORS – DIRECTOR AT LARGE

Strategic advisory role for the Canadian National Sports Organization, serving as Chair of the Marketing and Communications Committee. Similarly, perform an advisory role for Québec’s Provincial Sports Organization. These dual roles enable unique synergies across national and provincial levels, driving greater impact for sports in Canada.