

AudienceView Welcomes Peter Monks as UK Sales Director

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TORONTO, ON – JUNE 17, 2025 – AudienceView, a leading provider of commerce solutions for the live events industry, announces Peter Monks as new UK Sales Director, part of a continued effort to expand its operations in the United Kingdom and Europe.

Peter is a seasoned professional with over two decades of experience in the ticketing industry. He played a key role in transitioning the NEC Box Office to [The Ticket Factory](#), a primary ticket sale agency, using the [AudienceView Unlimited](#) platform. Over the course of his tenure Peter expanded operations through strategic sales initiatives and significant new business growth as Commercial Director. He also held this role at ATG Tickets, part of [ATG Entertainment](#) (formerly Ambassador Theatre Group), where he was responsible for ticketing business partnerships, revenue management and digital transformation initiatives.

Peter has also been instrumental as a co-founder of the [Ticketing Professionals Conference](#), a key event for education and professional development in the ticketing sector and has also served on the board of the [International Ticketing Association](#) (INTIX), a non-profit membership organization that connects entertainment professionals with education, tools, and opportunities for innovation.

It was during his eight-year tenure at The Ticket Factory where Peter first encountered AudienceView. “It’s funny how many industry colleagues assume I’ve already worked for AudienceView, given how closely I’ve been connected to the company for the past two decades,” Monks jokes. When asked about his vision for the role, he said, “I think this will be a great opportunity to strengthen the [AudienceView] brand across the UK and Europe. With the recent announcements of AudienceView now working with Stage Entertainment and Goodwood, there’s lots to shout about. It’s exciting to see how the product has transformed into a complete end-to-end commerce platform.”

AudienceView has been powering live events in the UK since 2003 and has since processed nearly 110 million tickets and over \$15 million in donations as [trusted partners](#) of Wembley Stadium, ACC Liverpool, the British Film Institute, and ATG Entertainment, among others. In October of 2024, performing arts giant [Stage Entertainment announced their decision to sign with AudienceView](#), and last month the company helped [Goodwood Racecourse implement digital ticketing](#) at their opening weekend to great success.

“We’re excited about our renewed focus on solving complex challenges for the arts and culture industry in the UK and throughout broader Europe”, said Steve Baumgartner, Chief Revenue Officer at AudienceView. “Between the technical advancements made to our product and Peter’s industry knowledge, it’s a great time to be a part of AudienceView and we look forward to continuing the strong momentum in helping organizations evolve their programs and grow their audiences.”

About AudienceView: AudienceView is an end-to-end event commerce partner that enables audience growth through white-label platforms and services. It offers marketing tools, campaign automation, and built-in audiences to improve engagement and expand revenue opportunities.
