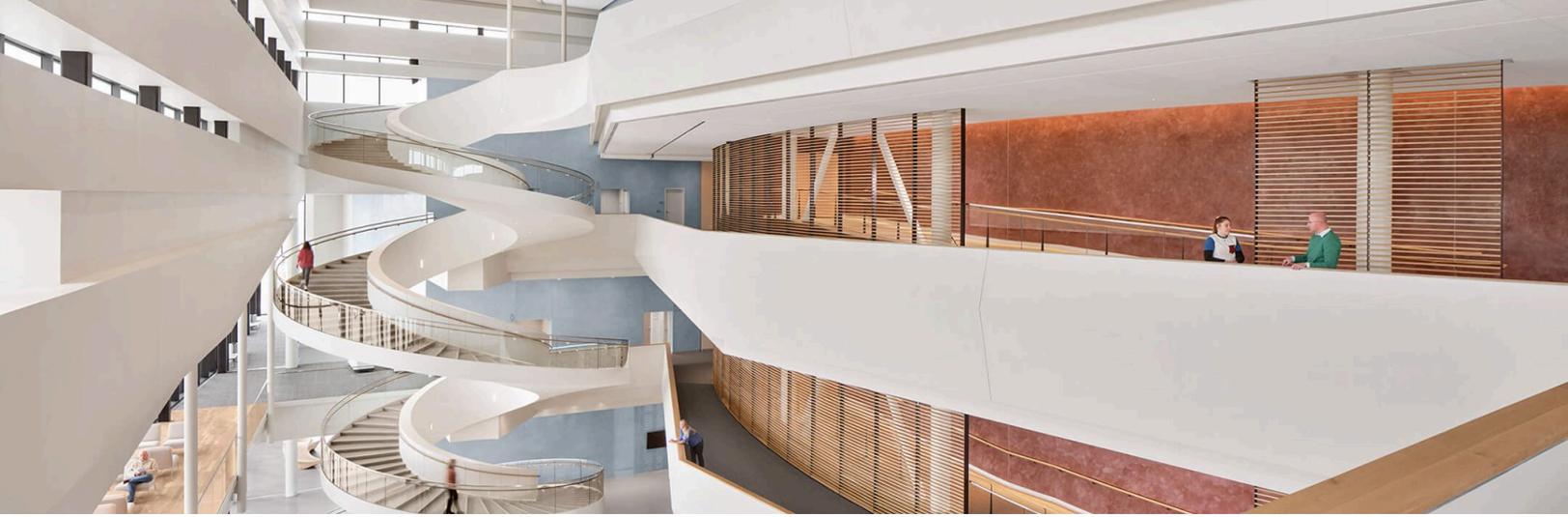


# GENERAL MANAGER

The Buddy Holly Hall of Performing Arts and Sciences | Lubbock, TX





# The Buddy Holly Hall

## Of Performing Arts and Sciences

The Buddy Holly Hall of Performing Arts and Sciences is a regional, multi-purpose performing arts center dedicated to enriching the lives of those who live in Lubbock, the South Plains area, and beyond, through the presentation of the highest-quality local, national and international entertainment and arts education.

The Buddy Holly Hall is owned by the Lubbock Entertainment and Performing Arts Association (LEPAA) and is operated and managed by ASM Global.

### About LEPAA

The Lubbock Entertainment and Performing Arts Association (LEPAA) is a 501(c)(3) organization dedicated to building community through extraordinary experiences, creative collaboration and inclusive access to the arts, entertainment and education. [Learn more about the LEPAA.](#)

### Sustainability & Corporate Responsibility

The Lubbock Entertainment and Performing Arts Association demonstrates its commitment to sustainability and corporate responsibility through The Buddy Holly Hall's LEED Certification, reflecting best practices in environmental design, resource conservation, and energy efficiency. Managed by ASM Global, the Hall also advances diversity, inclusion, and community well-being through the ASM Global Acts initiative, setting annual goals for environmental stewardship, supporting diverse communities, and investing in workforce development, all aimed at creating a healthier, more equitable, and sustainable future.



# POSITION SUMMARY

The General Manager oversees all operations, management, and promotion of Buddy Holly Hall of Performing Arts and Sciences, including its theaters, event spaces, premium spaces, parking, and hospitality functions. This leader is accountable for delivering excellence in guest experiences, financial outcomes, and cultural programming. The General Manager works closely with ASM Global, Legends, the Board, regional management, and local partners to ensure operational strength, innovation, community engagement, and sustained organizational growth.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead daily management of theaters, event rooms, dance center, premium spaces, and parking to achieve the highest standards of hospitality and operational efficiency.
- Actively promote and maximize the use of all facility spaces through creative event programming, community outreach, and marketing initiatives.
- Oversee and optimize personal seat licensing and parking revenue streams; develop strategies for new and enhanced revenue opportunities.
- Negotiate and manage contracts and agreements for events, partners, and facility services.
- Establish and nurture relationships with the Board, ASM Global, Legends, civic organizations, education partners (LISD), and other resident or partner organizations.
- Evaluate and mentor team leads, elevating staff performance and engagement across marketing, operations, finance, sales, production, and guest services.
- Monitor and manage operating budgets with responsibility for financial reporting, forecasting, and driving improvement in operating results.
- Oversee and advise on human resources functions: recruiting, hiring, training, evaluation, and personnel development.
- Maintain compliance with all company, client, and regulatory standards for operations, safety, and financial controls.
- Analyze event mix utilization (including LISD and resident partners) and pursue new programming to diversify offerings.
- Partner with in-house and external food and beverage teams to enhance catering, premium spaces, and banquet performance.
- Ensure high standards in guest, patron, and artist experience at every event.
- Represent Buddy Holly Hall in community settings, fostering strong local partnerships and a positive public image.
- Prepare and present reports for internal and external stakeholders, including Board briefings and financial summaries.

## QUALIFICATIONS

- Proven success in senior management roles within theaters, performing arts centers, entertainment venues, or similar environments.
- Strong aptitude for financial management, budgeting, and achieving business growth.
- Demonstrated ability to oversee and optimize diverse operational functions, including food & beverage and event services.
- Skilled in contract negotiation, partnership management, and board engagement.
- Effective team leader, coach, and people developer with direct supervisory experience.
- Background in community relations, non-profit management, or working with education and civic partners is beneficial.
- Excellent communication, organizational, and interpersonal skills.
- Knowledge of hospitality industry standards, event planning, public safety, and compliance requirements.
- Experience in change management and driving operational innovation preferred.
- Deep appreciation for performing arts, live events, and community-focused mission.

## EDUCATION AND/OR EXPERIENCE

- Bachelor's Degree (BA) from an accredited four-year college or university in business, arts management, public administration, hospitality, or related field preferred.
- Minimum 5–7 years of industry experience in a senior leadership role in a performing arts center, theater, or similar venue; combination of education and experience considered.
- Experience managing contracts, labor relations, and union environments preferred.
- Work with non-profit organizations and boards of directors highly desirable.

## KEY CHARACTERISTICS

- Adaptability
- Board Engagement
- Change Management
- Collaborative
- Community-Centric
- Diversity Embracer
- Entrepreneurial Mindset
- Experienced Operator
- Financial Acumen
- High Accountability
- Hospitality-Focused
- Innovative
- Integrity
- Mission-Driven
- Operational Excellence
- People Developer
- Problem Solver
- Relationship Builder
- Strategic Thinker
- Team Leadership

## TOP PRIORITIES

- Quickly acclimate to Lubbock's community and Buddy Holly Hall's unique environment and culture.
- Build strong, collaborative relationships with Board, ASM leadership, Legends, LISD, partner organizations, and key stakeholders.
- Assess, mentor, and unify the Hall's team, elevating engagement and performance among the staff.
- Review all venue operations (theaters, event spaces, F&B, parking) and identify immediate opportunities for efficiency, revenue growth, and service enhancements.
- Oversee and strategize for Personal Seat Licensing and parking programs; pursue innovative value and revenue growth.
- Manage and optimize the operating budget, targeting measurable improvements in financial outcomes.
- Leverage booking/agency partnerships to sustain and diversify robust event programming.
- Grow premium spaces and catering operations into significant revenue centers.
- Embed high standards for guest, artist, and community experiences across all programs and events.
- Engage actively in Lubbock's community, championing local partnerships, nonprofit initiatives, and educational integration.



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