



Frank Roach

Frank Roach is the “Chief Everything Officer” of Frank Advice through which he shares his real life principles that to a highly successful industry and academic career. Additionally, he is Principal in Pinnacle Venue Services, which provides *a la carte* management services to public assembly venues. Previously, he spent 12 years as a Senior Lecturer in the Department of Sport & Entertainment Management at the University of South Carolina in Columbia, South Carolina where he developed and taught courses in Event Management, Live Entertainment, and Venue Management. While there, he served as director of the “Sport, Entertainment, and Venues Tomorrow” conference as well as Interim Department Chair. Roach accepted the academic appointment following a nearly 30-year career in live events and facility management with his last posting before academia as Vice President of Venue Relations for industry giant Clear Channel Entertainment, now Live Nation Entertainment. Roach was President of TourVen, Inc., an entertainment management and marketing consulting firm, which provided tour scheduling, marketing, and consulting services for the highly successful “Barney’s Big Surprise” tour and to various other sports, entertainment, and venue operations. He was also a partner in Motorsports Entertainment Group, which is now part of the Feld Motorsports group. Roach founded TourVen, Inc. following a two-year stay with MCA Concerts, Inc. as Vice President of Family Entertainment, where he established and directed the family touring unit, which produced and operated “Mighty Morphin Power Rangers Live.”

Prior to his posting at MCA Concerts, Frank Roach was Vice President of Routing and Tours for Ringling Bros. and Barnum & Bailey Combined Shows, Inc., now Feld Entertainment. There, Roach booked and negotiated arena contracts for two units of the circus and four units of Walt Disney's World on Ice. All told, Roach has booked more than 25,000 performances in more than twenty countries around the world.

Before joining the Ringling organization, Roach was Assistant Director of Hampton Coliseum in Hampton, Virginia. During his tenure, Roach doubled the number of the Coliseum’s bookings. Roach came to the Hampton Coliseum from the city's Department of Commerce, where he was involved in convention and tourism promotion, as well as promotion of sports, concerts, and other events at the Hampton Coliseum and in other city locations.

Roach holds a Masters of Public Administration degree from Golden Gate University in San Francisco and a Bachelor of Arts degree from the College of William and Mary in Williamsburg, Virginia. He has been a member of the International Association of Venue Managers (IAVM) since 1976 and has served as Chair of the organization’s External Affairs Committee; Chair of the Board of Regents of the Public Assembly Facility Management

School; and Chair of the Board of Trustees of the IAAM Foundation. Career awards include the Virginia Travel Council's Meritorious Service Award (1975), City of Hampton Employee of the Year (1978), Public Assembly Facility Management School's Ray Ward Award (1998), IAVM's Distinguished Allied Member Award (2002), the Harry E. Varney Distinguished Teacher of the Year Award (2005 and 2012), and Feld Entertainment's Barnum Award (2010).

He is a sought after speaker at industry conferences and has presented at the International Conference on Sport and Entertainment Business, Arena Management Conference, Arena Sales & Marketing Conference, SMG Corporate Management Meeting, IAVM's Annual Conference, IAEM's Mid-Year Meeting, University Venue Management Conference, and IAVM District Conferences. He has twice served as Keynote speaker at the Venue Management Association (Asia & Pacific) Annual Congress and delivered the keynote address at the 2005 University Venue Management Conference and at the 2007 Collegiate Athletic Operations Seminar. He has authored articles for *Australian Leisure*, *Facility Manager*, and *Stadia* magazines.