



# MELINDA COLAIZZI

FOUNDER PITCH CONSULTING +  
FOUNDER WOMEN WHO ROCK™

## OBJECTIVE

A well-organized and experienced sales and business development professional with over 10 years of experience working in the entertainment and software industries with global companies like Live Nation, Universal Records, ShowClix Ticketing & Berklee College of Music.

## CONTACT

P: 412.576.7776  
E: Melinda @pitchconsult.com

## EXPERIENCE

### FOUNDER/CEO WOMEN WHO ROCK • 2017-CURRENT

Women who Rock™ is a crusade to champion women in music and women's health awareness. WwR connects all women through the power of music and helps to educate, support, and fund women-centric health and music endeavors.

Our benefit concerts feature an all-female fronted music lineup, including artists Sheila E. and Ann Wilson/Heart, with proceeds benefiting women's & infants' health research at Magee-Womens Research Institute, the nation's largest independently owned research institute dedicated solely to women's health.

### FOUNDER • PITCH CONSULTING • 2015-CURRENT

Providing consulting services to businesses and agencies with a focus on business development, sales strategy, prospecting, sponsorship pitching and on-site client support.

Developing and implementing an overall sales and business development strategy to maximize revenue growth, enhance brand identity, amplify social media/PR and directly assisting with closing sponsorship deals.

Clients include The PGA, Magee-Womens Research Institute, Lionsgate Studios, Moxi5, Northern Nights Music Festival and Thrival Innovation + Music Festival.

### ADJUNCT PROFESSOR • POINT PARK • 2017-CURRENT

Adjunct Professor in the Sports, Arts & Entertainment program at Point Park University.

### HEAD OF BUSINESS DEVELOPMENT • SHOWCLIX • 2009-2015

Responsible for generating and managing over \$3M in revenue and growing the business and brand through



**MC**

# MELINDA COLAIZZI

FOUNDER PITCH CONSULTING + FOUNDER WOMEN WHO  
ROCK™ |

partnerships and sales.

Key partners I managed include CBS: The Late Show with Stephen Colbert, NBC: The Tonight Show with Jimmy Fallon and Late Show with Seth Meyers, Comedy Central, Heinz History Center of Pittsburgh, Saskatchewan Jazz Festival and the National Sports Authority of the Bahamas.

Identifying and targeting business opportunities in target markets. Building, updating and maintaining a pipeline of prospects. Structuring pricing, drafting proposals and successfully negotiating and closing deals.

## **EXECUTIVE SALES COORINATOR • LIVE NATION • 2008-2010**

Sales prospecting, qualification, contract drafting and pipeline management for Live Nation's largest key national sponsorship deals valuing over 35 million in department revenue including: Coca-Cola, Microsoft, GM, Verizon, and Miller Coors.

## **EDUCATION**

---

### **BERKLEE COLLEGE OF MUSIC • 2005**

Bachelor of Music Degree with a concentrate in Music Business & Vocal Performance. Recipient of the Berklee World Scholarship and Aerosmith Endowment Award.