



Steve Sayer

Vice President & General Manager

United Kingdom

Steve Sayer is Vice President and General Manager of The O2, the world's most popular music and entertainment venue. As VP & GM, Steve heads up the Senior Leadership team at The O2, and is fully accountable for all aspects of venue management across the busy campus, including overseeing all aspects of venue strategy, improving the experience for The O2's many customers, venue development projects and driving continued commercial growth. Over the past eight months Steve has taken on the additional responsibility of leading The O2's response to the Covid-19 pandemic.

Steve joined The O2 in 2014 as Commercial Director, overseeing ticketing operations, merchandising, food and beverage and corporate sales, along with securing exhibition content and managing Up at The O2, the roof walk attraction over the venue. In this role he worked closely with the AEG Europe leadership team to manage a number of capital improvement projects to identify and activate new revenue streams and enhance the fan experience. Prior to this, Steve was Operations Director for Manchester City Football Club and was responsible for match day and major event operations.