

M. Emily Nash

New York, NY · enash@nashtagtech.com · (502) 445-0502 · nashtagtech.com · [in/nashtagtech](https://in.nashtagtech)

Product and solutions leader with 15+ years across SaaS, commerce, and live events—spanning enterprise platform architecture and consumer-facing product management. Deep expertise translating complex organizational needs into scalable technical solutions, with a proven track record across high-volume transactional environments and full-lifecycle implementations. Equally fluent with engineering teams and executive leadership, with metrics-backed results in adoption, revenue, & platform migrations.

EXPERIENCE

- Director, Customer Success (US)** · TixTrack / Nliven 2025 – 2026
- Senior Product Manager** · TixTrack / Nliven 2022 – 2025
- Led complex technical engagements and discovery across enterprise clients, designing scalable platform solutions spanning CRM integrations, subscription workflows, and multi-system connectivity
 - Owned product strategy and roadmap for a B2B2C commerce platform, balancing customer outcomes with technical feasibility across multiple feature launches (\$700K+ self-service exchanges; \$1.76M+ digital gift certificates)
 - Served as subject matter expert on Salesforce ecosystem initiatives: redesigned Nliven-Salesforce integration strategies and integrated season ticket operations with Nederlander Organization's existing Salesforce Data Cloud workflows, collaborating across Product, Engineering, and Customer Success
 - Led onboarding, migration, and relationship management for multi-year ARR accounts; managed complex technical implementations spanning Tessitura, Spektrix, ENTA, and custom third-party integrations
 - Produced client-facing QBRs and ABRs, using AI tools (Claude, ChatGPT) to sharpen narrative consistency and reporting across the enterprise portfolio
- Director, Information Technology** · League of American Orchestras 2021 - 2022
- Orchestrated and maintained seamless system integrations across the organization; led platform upgrades and implemented strategies to optimize new feature adoption across departments
 - Served as technical lead for MSP oversight and governance; restructured system user groups and permissions to improve security and operational efficiency
- Director of Technology & Database** · Second Stage Theater 2017 – 2021
- Developed and executed technical roadmaps covering infrastructure modernization, disaster recovery planning, custom integrations, and platform migrations
 - Led migration of Hayes Theater from legacy STAR Ticketing to Tessitura directing transition of on-premises infrastructure to Azure Cloud; resulting in \$290K+ in cumulative annual savings
 - Built disaster recovery protocols and led company-wide system resilience testing; upgraded internet infrastructure and partnered cross-functionally to optimize capital expenditures
 - Managed Tessitura database operations, third-party integrations, system customizations, and infrastructure monitoring across multiple environments
- Database & Reporting Manager** · The Public Theater 2016 – 2017
- Architected and maintained custom SQL reporting tools supporting donor analytics, constituent segmentation, and email targeting; owned data integrity and reporting systems for development operations
- Box Office & Operations Manager** · Kentucky Performing Arts 2012 – 2016
- Led multi-channel ticketing operations and managed cross-functional teams; oversaw system administration, payment reconciliation, and training protocols across ticketing platforms (Tessitura, Ungerboeck) and point-of-sale systems

SKILLS & TOOLS

Product | Roadmap Strategy · Agile/Scrum · UX/UI Collaboration · Funnel Optimization · B2C & B2B2C · API & SaaS Platforms · Subscription & Payments

Data & Analytics | SQL (SQL/SSMS) · Tableau · Snowflake · SSRS · Datadog

Tools & Platforms | Jira · Figma · Canva · Miro · Lucidchart · Aha! · Airtable · Confluence · Salesforce · PatronManager · Fonteva · Stripe · Azure · Microsoft 365

AI & Emerging Tech | Lovable · ChatGPT · Claude · Gemini · NotebookLM · Replit · Alloy

EDUCATION

Product Management Certification · BrainStation, NYC 2024

Bachelor of Arts, Music (Minors: Marketing & Communications) · University of Louisville 2011