

LANCE WOLFE

Live Event Bar & Operations Management

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Summary

Live-event operations professional with 10+ years in hospitality and nationwide experience across major festivals, sporting events, and premium hospitality. Combines hands-on bar experience with proven leadership in staffing, venue management, and event operations.

Bar & Event Operations

SOHO • Event Aces • Proof of the Pudding • Sweet & Chili • Ridgewells

Traveling Bartender | Event Operations

2022–Present

- Experienced across the full temporary bar lifecycle: bar builds, equipment/POS setup, product distribution, inventory, live service, troubleshooting, breakdown, and load-out.
- Work directly with clients and operations teams while handling staff assignments and adapting to changing needs in high-volume event environments.
- Multi-year SOHO bartender at Welcome to Rockville, Bourbon & Beyond, Louder Than Life, Imagine, Riptide, Seven Stars, Inkarceration, and Everwild.

Selected Major Events: Coachella • Formula 1 • EDC Las Vegas • Super Bowl LVII • U.S. Open

Operations Leadership

Event Aces — Staffing Manager / Lead Staffer

Nationwide

2024–Present

- Independently lead event workforces of **100+ staff**, owning recruiting, hiring, scheduling, communications, check-in, deployment, and onsite execution.
- Support large-scale operations involving **200–800 staff**, coordinating with clients and onsite leadership.

Selected Lead Assignments: NFL Draft • NHL Winter Classic • Forbidden Kingdom • We Belong Here • Palm Tree Festival • Capitol Groove • Back Cove

Proof of the Pudding — Formula 1 Austin

Zone Manager

2025

- Managed hospitality staff and operations within an assigned Formula 1 zone at Circuit of the Americas.
- Supported frontline execution and resolved operational issues throughout service.

Venue Management

Gilt Nightclub

Marketing Manager & Talent Buyer

2021–2022 | Orlando, FL

- Helped coordinate programming and operations across a venue operating seven nights per week.
- Ran Monday promoter meetings, coordinated event concepts, handled Facebook and Instagram posting, worked with photographers and videographers, and reviewed flyer designs with graphic designers.
- At Gilt's two EDM nights, heavily influenced purchasing decisions and was solely responsible for booking local supporting acts.