

A World-Class Entertainment And Sports Destination

An Interview with Laurie Jacoby, Executive Vice President and Chief Entertainment Officer, BSE Global

EDITORS' NOTE Laurie Jacoby is the Executive Vice President and Chief Entertainment Officer of BSE where she oversees programming and marketing for Barclays Center, including the booking of concerts, non-tenant sporting events, family shows, and award shows. Additionally, she is responsible for the development of other premier live events at the venue. Prior to joining BSE, Jacoby spent 22 years with Madison Square Garden Entertainment, where she held the position of Senior Vice President of Concerts and Entertainment. In her more than two decades of experience, she was responsible for hundreds of high-profile concerts and events at Madison Square Garden and Radio City Music Hall. Prior to joining The Garden, Jacoby held various entertainment positions in Washington and Virginia with companies such as Wolf Trap Foundation and One Reel. Jacoby is a talented and widely respected leader in the entertainment industry. She is a Pollstar Award winner for Venue Executive of the Year, an honor she has earned a total of three times. Other accolades include being named to Billboard's 2019 Women in Music Executive list and 2019 Power 100 List, and most recently was named Venue Executive of the Year for 2023 by the International Entertainment Buyers Association. Jacoby earned a BS degree in telecommunications from the University of Oregon.



Laurie Jacoby

before coming to the largest stages in the world. I then made the move back home to New York where I spent 22 years at Madison Square Garden Entertainment, ultimately in the role of Senior Vice President, Concerts and Entertainment, overseeing the programming at Radio City Music Hall and Madison Square Garden. In my more than two decades there, my team and I oversaw hundreds of concerts and events, bringing new and different types of talent to multiple venues and greatly expanding the portfolio of the company. After 22 years, I was excited for the opportunity to take on a new challenge with Barclays Center – a newer arena at the heart of a culturally diverse borough that sits at the epicenter of music, fashion, food, and sports.

What interested you in the opportunity to join BSE Global and made you feel it was the right fit?

Barclays Center is a world-class entertainment and sports destination, but at the time I knew it was an underutilized venue and that so much more

could be done to bring top global artists to the arena and diversify the shows and performances being offered. When I considered joining BSE Global, I was struck with the versatility of the arena and the opportunity to create programming to complement the diversity of Brooklyn. I was excited to bring my knowledge and strong industry relationships to a new home. There is a definitive vibe associated with being in Brooklyn and I was ready to take on a new challenge.

Will you provide an overview of BSE Global's business?

BSE Global is a renowned sports and entertainment organization with a rich history in basketball and community engagement. We own Barclays Center, the Brooklyn Nets, the Long Island Nets (G-League) and the New York Liberty. We also have a minority investment in the operations of the Brooklyn Paramount theater. As we continue to grow and evolve into a platform company, we will expand our business to include additional entertainment and hospitality opportunities to contribute to the culture and vibrancy of the borough.

ORGANIZATION BRIEF BSE (bseglobal.net) is an entertainment platform committed to creating elevated, innovative and unforgettable experiences inspired by Brooklyn. Through its state-of-the-art venues, professional sports franchises and emerging businesses, BSE delivers dynamic content and memories for its fans and audiences.

Will you discuss your career journey?

I started my career in entertainment during my college years as the head of the concert committee at the University of Oregon. It was a great way to learn the business, collaborate with many stakeholders, and make your mistakes on a smaller scale before moving into the "real world" of the entertainment business. From there I worked at companies such as the Wolf Trap Foundation in Northern Virginia and One Reel in Seattle, learning the ins and outs of how to plan cultural and artistic events, book artists, and troubleshoot live shows. It was helpful to gain experience in smaller markets



Barclays Center in Brooklyn, New York (above and opposite page)

Where do you see the greatest opportunities for growth?

In my area of the business, we still have opportunity to engage up and coming international artists, non-tenant sports shows, additional family shows, and private rentals. From hip-hop, to Asian pop, to LatinX concerts, our first-ever Greek performer, new family shows including Hot Wheels Monster Trucks, our programming at Barclays Center continues to reflect the diversity found within the borough of Brooklyn. We also host boxing and, for the first time, Professional Bull Riding (PBR). This year, Bad Bunny became the highest grossing artist in arena history, surpassing Drake who had set the record the previous year.

How important is it for BSE Global to build a diverse and inclusive workforce to mirror the diversity of its fan base and the borough it serves?

We represent one of the most diverse boroughs in the world. That's why our employees also reflect the diversity of our borough, and we are committed to developing homegrown talent with 40 percent of our full-time employees currently residing in the borough of Brooklyn. We are also proud that 51 percent of BSE Global's full-time employees identify as BIPOC and that 40 percent of our employees are women. But our commitment to diversity doesn't start and end with our own employees. We are proud of our supplier diversity program at the arena and our Brooklyn Market which showcases talented small business owners from across the borough.

What do you see as BSE Global's responsibility to be engaged in the community and to be a force for good in society?

Our commitment to the community runs deep. We view Barclays Center as a convening place for the community and we encourage



Brooklynites and others to take advantage of all the free programming we offer including art exhibits, music festivals, speaker series, and more. In addition to the programming within the arena, we also support community organizations across the borough with a particular emphasis on programs that focus on the health, education, and well-being of our neighbors. Our signature program, Brooklyn Basketball, operates in more than 200 public and charter schools across the borough as well as in community centers and after-school programs, and

we have refurbished several basketball courts in communities across the borough. Our plaza acts as a community "town hall" space where we welcome all.

What do you feel are the keys to effective leadership and how do you approach your management style?

I think to be a successful leader you need to be connected and hands-on with your team, which is similarly how I'd describe my management style. I would never ask someone to do a task that I wouldn't do myself. I also think it's important to impart institutional knowledge with my team and feel a responsibility to create new leaders by continuing to identify and provide learning and development opportunities for up-and-coming talent.

Did you know at an early age that sports and entertainment was where you wanted to build your career and what has made the industry so special for you?

Sports and entertainment provide the opportunity to foster connections and create lasting memories for everyone regardless of age, race, gender, etc. and I knew after attending my very first concert what I wanted to pursue as a career. Growing up in a household of tennis players, I learned the value of being involved in sports and understand the pivotal role sports played in my personal development on and off the court. I count myself very lucky to have the job I've always dreamt about.

What advice do you offer to young people beginning their careers?

Be willing to start anywhere that you can learn an applicable skill, make authentic connections, and leave a good impression as you never know who may be able to help you down the road. Throughout my career, I've approached every role, regardless of title or responsibilities, with curiosity and a willingness to learn. It's important to ask questions and be a team player – willing to do the work no matter the task or level of that assignment. ●

