

YADIN BROMBERG

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Sales and business development leader with a track record of structuring high-value deals in live events, gaming, and entertainment - industries where AV is the product. Built eight-figure partnership pipelines, developed revenue models for \$50M+ opportunities, and executed activations at iconic venues. Brings a consultative sales approach, strong relationship-building instincts, and direct experience selling into the spaces where AV drives real business outcomes.

EXPERIENCE

TCL Chinese Theatres (The Chinese Theatre, Hollywood)

2019 - 2025

Director, Sales & Business Development - Gaming & Culture

- Owned and drove a multi-year, **eight-figure partnership deal pipeline** to embed live esports events and gaming activations into one of Hollywood's most iconic large-format venues with premium projection, MX4D immersive technology, and a full production infrastructure capable of broadcast-quality live events; helped pioneer the world's first MX4D Esports Theatre, unveiled at E3 to national press coverage.
- Developed the business case and revenue model for a projected **\$50M+ annual revenue opportunity**, structuring deal terms and activation strategy across live entertainment, gaming, music, and fashion - bringing major organizations including FaZe Clan, T1, Dignitas, XSET, and Global Gaming League into the venue as partners.
- Executed creator-led live events and brand activations from concept through production, coordinating talent, vendors, and internal stakeholders across AV-driven production environments; built and pitched sponsorship decks to brand decision-makers, driving revenue and partnership growth.

Global Gaming League (GGL)

2023 - 2024

Director, Partnerships, Strategy & Sales

- Joined as a **founding team member** on Day 0, recognized by CEO Clinton Sparks as "in the trenches from day one, helping lay the foundation" for GGL; built core company infrastructure alongside the founder before any public launch.
- Developed GTM strategy, partnership pipeline, investor and team-owner pitch decks, and revenue models to bring GGL's live event league format to market; the company has since signed venue deals with Resorts World Las Vegas and WePlay Studios LA, raised a \$10M SAFE round, and secured marquee partners including iHeartRadio.

PRO Management Group

2016 - 2018

Business Development & Talent Partnerships

- Developed brand partnership programs for UFC athletes, gaming influencers, and digital creators; built sponsor-facing decks, secured deals, and coordinated activation execution across live events, trade shows, and AV-driven production environments.

EDUCATION

Touro University Worldwide

B.A., Industrial and Organizational Psychology

CORE SKILLS

Sales & BD: Full-cycle sales, pipeline management, deal structuring, account development and management

Strategy & GTM: GTM strategy, pitch deck development, business modeling, revenue architecture, partnerships

Operations: Company building, cross-functional coordination, vendor management, event production

Tools: Google Workspace, Microsoft 365, Monday.com, Salesforce, Trello, Slack, Google Analytics