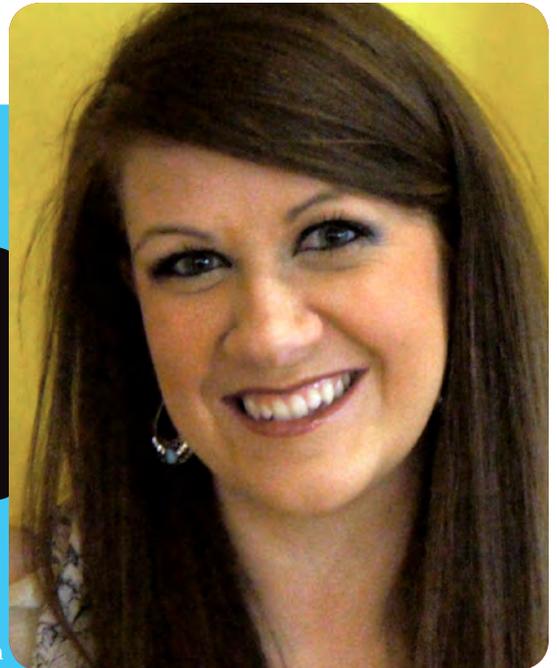


# PEOPLE

## Cassie Roberts Dispenza

Saffire empowers hundreds of clients with beautiful, unique and engaging websites, and integrated SaffireTix ticketing. The platform includes online, advance and gate sales, all with amazing real-time reporting. Saffire's Spark content management system makes it easy to control yourself and get unlimited help when you need it. Our clients freakin' love us and you will too!



### IN CONVERSATION

#### How did you get into the events industry?

I worked with the Austin Convention & Visitors Bureau Sports Commission during college. Their mission is to bring sports-related events to the City of Austin, so I ended up working and volunteering at several events that led to my first jobs in the industry.

#### What has been your biggest professional challenge?

My biggest professional challenge was learning how to sell something that people had never heard of! Saffire has hundreds of clients now and we're fairly well-known in the industry, but when I started this position, Saffire was brand new. I had a lot of event & marketing experience, but I had never even sold a doughnut, much less a website or ticketing platform. Luckily with the help of a great team, I found the path to success! It wasn't without a few bumps along the way, but the challenge of the process has put me in a place where I feel like I can strategically market & sell almost anything! I will always empathize with people trying to market or sell a new product too, because I know how tough it can be.

#### What do you do to relax?

I love going to our local hike & bike trail, either to walk or run. We have great weather almost all year in Austin, and the trail is right along the river. It's very picturesque and a great place to relax and think!

#### Other background experience:

In the past, I worked with The Star of Texas Fair & Rodeo (Rodeo Austin). Currently I'm a part of the USA Taekwondo Tournament Committee staff that puts on several events a year around the country for athletes aged 5-95.

#### What's the best advice you've ever received?

I really can't think of any advice I've received that's better than the Golden Rule-Do unto others as you would have them do unto you. If we would all live by this simple principle it would go a long way!

#### What is Your Personal Philosophy?

Focus on the things you can change, and don't sweat things outside of your control. It's something I have to remind myself of almost daily, but I really try to be "at peace" about things that I can't change. I think it's easy to get stressed about little things you can't fix, but if you can take a step back and focus on the bigger picture, ways you can make a difference, it can change your daily outlook! I even have a piece of jewelry to help me remember to do this!

### FACTS ON FILE

#### Years in the Business:

5 years

#### Degree:

Bachelor's in Public Relations & Masters in Sport Management

#### Family:

Husband - Adam.

#### Last book read:

*The Girl on the Train* by Paula Hawkins

#### Last business book read:

*Traction* by Gino Wickman

#### Cassie Roberts Dispenza Senior Director of Marketing & Partnerships

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