

## Matthew Herter joins Sodexo Live! in divisional director role

2 years ago



Global leader in hospitality and live events, [Sodexo Live!](#), has announced the appointment of Matthew Herter as Divisional Director in its UK and Ireland team.

Matthew has a wealth of experience in the live sector and has held many senior positions with a range of companies within the industry.

Throughout his career, Matthew has worked for some of the most high-profile venues and events in the world, including the US Open, the LA STAPLES Centre, The O2 in London, and most recently as a consultant for the FIFA World Cup 2022 in Qatar.

In his new role, Matthew will be primarily responsible for Sodexo Live! venues and events in the South of England. These include Ascot Racecourse, Bateaux London, Henley Royal Regatta, and the Royal Academy of Arts.

Rebecca Kane Burton, CEO of Sodexo Live! UK&I said: "We are thrilled to have Matthew join Sodexo Live! He has extensive live industry experience, which is a superb fit for our ambition and strategy in the UK and Ireland. We are passionate about breaking the mould and helping our venue partners in realising their full potential. We are confident that Matthew's background will more than deliver on this, and he and his team will continue to create exceptional moments and lasting memories for all the guests at the venues and events within his portfolio."

Matthew Herter, Divisional Director of Sodexo Live! UK&I added: "I can't wait to lead Sodexo Live's talented team in the South of England in this exciting new phase. I have a strong passion for the live events sector, and I am eager to use my expertise at these illustrious venues and events to offer our partners and guests the best possible experience."

[Sodexo Live!](#) supports some of the UK and Ireland's most iconic music, cultural and sporting events, plus conference centres, by delivering world class hospitality and food services. It helps deliver globally recognised live events with a proven track record of creating exceptional moments that bring people together. Sodexo Live! helps its venue partners to reach their true potential. It creates exceptional moments and lasting memories for guests every time they visit the venues it serves, supporting long term revenue growth and delivering sustainable benefit in the heart of communities.

Globally Sodexo Live! contributes to the success of events such as Royal Ascot, the Tour de France, the Rugby World Cup and soon the Paris 2024 Games, and showcases exceptional venues such as the Eiffel Tower Restaurants, Bateaux Parisiens, Yachts de Paris, the Royal Academy of Arts in London, the Museo del Prado in Madrid, the Hard Rock Stadium, the Scottish National Gallery, and the Hollywood Bowl in Los Angeles.

For more information on Sodexo Live! click [here](#)