



LUKE JOHNSTON

Operations & Technology Leadership

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PROFESSIONAL SUMMARY

Business owner and technology leader with a proven record of scaling multi-location hospitality operations and high-volume ticketing systems. Grew a deli, café, general store, and marina to \$1.26M in annual revenue while managing 25+ employees. Previously advanced from phone support to Senior Director of Ticketing and Technology at SHN / BroadwaySF, overseeing 50+ staff and mission-critical systems for major Broadway productions.

CORE SKILLS

Sales & Service Operations	Team Supervision & Leadership	Business Systems & POS
AudienceView / Ticketing	Project Planning & Testing	High-Demand On-Sales
Customer Experience	Budgeting & Purchasing	Vendor Coordination

PROFESSIONAL EXPERIENCE

Big Blue Hospitality | Owner & General Manager · 2021 – Present

- Grew revenue from \$320K in the first full year to \$1.26M in 2024 after launching the lodge operation in 2023.
- Operate Tahoe Keys Deli and Fallen Leaf Lodge (general store, café, and marina); lead 25+ employees across two locations.
- Built the lodge business from an empty space—sourced equipment, inventory, menus, suppliers, and staff for a successful opening.
- Implemented point-of-sale and online booking systems while owning budgets, purchasing, pricing, and customer service standards.
- Worked on-site seven days a week during the 26-week season, supervising staff and managing daily operations.

SHN Theatres / BroadwaySF | Senior Director, Ticketing & Technology · 2018 – 2021

Prior roles: Senior Director, Ticketing (2017–2018) · Group Sales Supervisor (2014–2017) · Group Sales Specialist (2013–2014) · Customer Service Phone Operator (2013)

- Oversaw 50+ sales and service employees pre-COVID and owned all technology supporting their work.
- Managed daily ticketing operations and continuous improvements to customer- and staff-facing systems.
- Led planning, system testing, and live supervision for the Hamilton tour on-sale; kept the venue website fully operational under peak load.
- Increased group-sales revenue by 25% during tenure as Group Sales Supervisor.

EARLIER EXPERIENCE

The Speakeasy SF · Floor & Operations Manager · 2012 – 2014

Boxcar Theatre Company · Theatre Operations Manager · 2013 – 2014

Sears Hometown Store · Store Manager · 2011 – 2012

Research roles: American Info Research Services and Big Ticket Entertainment / Judge Judy | 2011 – 2014

EDUCATION

High School Diploma · South Tahoe High School