

SHELLEY LAZAR

PRESIDENT, SLO VIP TICKET SERVICES

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Shelley Lazar is the President of SLO VIP Ticket Services, a company she founded in 2002. For nearly four decades, Lazar has been the seminal force behind the creation and execution of VIP ticket services for some of the most successful music tour and events in the world. Her lifelong passion has helped bridge the relationship between artists and their fans — delivering an unprecedented amount of once-in-a-lifetime experiences in the process.

Known throughout the industry simply as “The Ticket Queen,” Lazar parlays her unparalleled artist and industry relationships to deliver upon the belief that fans are the true VIPs. Her company, SLO, works on behalf of its international touring and event promoter clients to facilitate unique live entertainment experiences for an incomparable roster of artists and events including The Rolling Stones, Sir Paul McCartney, Sir Elton John, Bob Dylan, Paul Simon, Lady Gaga, Beyonce, P!NK, The Who, Barbra Streisand, Celine Dion...and President Nelson Mandela, His Holiness the 14th Dalai Lama, His Holiness Pope John Paul II, His Holiness Pope Benedict...to name just a few!

Lazar began working part-time in the music industry in the early 70's, while still a public school teacher in New York City (Chris Rock was one of her students). From catering to logistics, booking to street marketing, and ultimately ticketing, Lazar has immersed herself in every facet of producing live concert and events. From 1991 to 2002, Lazar was Vice President/Artist Relations and Special Projects Coordinator for Bill Graham Presents. In 2002, she created SLO Limited, and built it into one of the industry's most successful VIP ticket service providers. In 2008, SLO was purchased by Ticketmaster with Lazar remaining as its chief executive.

Lazar is recognized for her considerable work and dedication to a number of causes and non-profit organizations, including the Bill Graham Memorial Foundation, The Taylor Family Foundation, Tipping Point Community, Human Rights Watch, Elton John AIDS Foundation and she was the co-executive producer of the award-winning documentary, Sierra Leone's Refugee All Stars. Lazar is now a member of the Board of Directors of Little Kids Rock...fulfilling her goal of integrating her education background and her presence in the music industry by bringing music instruction and performance to students everywhere.

When not on tour, Lazar resides in San Francisco, California with her trusted companions Zaza and Marty — her infamous French Bulldogs, who can often be found backstage entertaining artists and their entourages. Shelley joined the board of directors in 2013 as an independent, voting member.