
Meet the team:

Mark Taylor – Why Not Associate

Mark has had 30 years' experience in the leisure, business, arts, tourism and sports event sectors.

He has undertaken a series of senior operational and commercial roles in world renowned arts, conference and exhibition, entertainment, and sporting venues whilst also working in destination marketing for the Sydney Convention and Visitors Bureau.

Mark's career began in Australia before moving to the UK, firstly as Marketing Manager for Wembley Stadium Ltd in London then Director of Sales and Marketing for Wembley's international division - working on a variety of venue operations in Asia, Africa and Europe.

Mark later joined the Barbican, Europe's largest and busiest combined arts and conference centre, as Commercial and Buildings Director before becoming CEO of the Wales Millennium Centre in Cardiff – Wales's national performing arts centre.

Some of Mark's key achievements include re-defining and re-establishing the commercial agenda and earnings of the Barbican. He contributed to the success of Wembley Stadium and Arena during the height of its reign as the world's premier international entertainment and sporting events complex. He also helped establish the Sydney Convention and Visitors Bureau as one of the world's top marketing organizations and in positioning Sydney as a leading business tourism destination.

Mark is now applying this exceptional understanding of venues and maximising commercial opportunities to a number of Why Not's key projects.

