

# Nicolás Calle

## Founder & Strategic Advisor

### CONTACT

+1 (646) 430 3617  
viable@viablesync.com  
[www.viablesync.com](http://www.viablesync.com)  
[www.nicolascalle.com](http://www.nicolascalle.com)  
Medellín, Colombia

### PLATFORM

#### Viable Sync

Real-time inventory & order management for large-scale events.  
*Live at [app.viablesync.com](http://app.viablesync.com)*

### CORE EXPERTISE

- Financial & Systems Strategy
- Operational Analytics
- F&B Operations
- Back Office Management
- Platform Development
- Remote Team Leadership

### TECHNICAL SKILLS

- Viable Sync (proprietary)
- Tableau · Power BI
- Excel · Modeling
- Quick Books · Acumatica
- Salesforce · SAP

### LANGUAGES

Spanish — Native  
English — Advanced

### EDUCATION

#### M.S. Business Analytics

*Fordham University*  
Gabelli School of Business · 2020

#### B.A. Business Administration

*University of Buckingham, UK* · 2015

### CONTINUING EDUCATION

#### Curating & Cultural Management

Universidad de Los Andes · 2024

#### Entrepreneurship in Emerging Economies

HarvardX · 2020

#### Government and Public Policy

EAFIT University · 2018

**Founder of Viable Smart Events and creator of Viable Sync — a real-time inventory and order management platform proven at scale across 62 simultaneous locations at a major ATP Masters 1000 tournament.**

With 11+ years inside large-scale event operations and financial management — BNP Paribas Open, SummerStage, Miami Open, Apollo Theater, Brooklyn Museum — I help organizations understand why their operation performs the way it does and what to change. I work as a strategic advisor and platform partner: remote by design, onsite when it matters.

## VIABLE SMART EVENTS, LLC

### Founder & CEO

2018 — Present

*Strategic advisory, platform development, and remote operations for large-scale event organizations*

- Built and deployed Viable Sync — a proprietary real-time inventory and multi-unit order management platform — replacing paper forms, radio calls, and manual Excel with a centralized digital workflow
- Deployed Viable Sync at a major ATP Masters 1000 tournament across 62 simultaneous locations, managing 1,000+ orders, 25,000+ cases, and approximately \$1.5M in inventory flow
- Provide strategic financial and operational advisory to event organizations — connecting operational decisions to financial outcomes at the executive level
- Offer remote Managed Services through a Colombian back office team: post-event reconciliation, invoice processing, budget tracking, and inventory analytics
- Serve clients in the US events and hospitality market including food & beverage operations, cultural institutions, and multi-location venue operators

## SODEXO LIVE — BNP PARIBAS OPEN

### Accounting Director, Retail F&B Operations

2025 — 2026

*Often referred to as the "fifth Grand Slam" — one of the world's most prestigious tennis tournaments*

- Led financial oversight of retail food and beverage operations across 62 locations generating over \$20M in revenue
- Deployed Viable Sync for the first time at full tournament scale — replacing the manual order and inventory system that had been in place for years
- Delivered real-time inventory reporting to the purchasing team, significantly reducing over-ordering and waste
- Collaborated with warehouse and purchasing managers to ensure precise cost allocation and prompt subcontractor financial settlements
- Developed accurate consumption forecasts by location and product category, enabling data-driven purchasing decisions

## GREAT PERFORMANCES — ARTISTS AS WAITRESSES, INC.

### Financial Controller & Operations Manager

2014 — 2025

*Largest privately held hospitality management company in New York*

#### SummerStage Concert Series — Venue Manager, F&B

- Oversaw food and beverage operations across large-scale cultural events in Central Park with 30+ staff per show
- Coordinated catering, vendors, signage, and operational logistics from setup through breakdown
- Drove \$1.75M in F&B net sales for the season while implementing cost-reduction strategies
- Secured all food and liquor permits through the appropriate regulatory agencies

#### Miami Open Tennis Tournament — Controller

#### Miami International Boat Show — Controller

**Music Business Foundations**  
Berklee University · 2021

**CONTENT & MEDIA**

**Desmontaje**

*Spanish-language video essay series analyzing cultural events and the creative economy in Latin America.*

**VIABLE SYNC —  
PROVEN SCALE**

**1,000+** orders

**25,000+** cases tracked

**62** simultaneous locations

**~\$1.5M** inventory flow

**\$20M+** revenue operations

- Controlled over \$6M in total revenue across a 14-day tournament including \$2M in daily cash transactions
- Managed the financial operations of 100+ cash registers and 150+ cashiers
- Built interactive Tableau dashboards to monitor KPIs in real time during tournament operations
- Produced P&Ls, budgets, and journal entries; managed vendor and PO relationships throughout

**Venue Financial Operations — NYC Cultural Institutions**

- Oversaw financial operations at Jazz at Lincoln Center, Brooklyn Museum, Brooklyn Academy of Music, and Apollo Theater
- Generated budgets, P&L reports, and cash flow statements for presentation to outside auditors
- Managed venue-level financial reporting across simultaneous events at multiple NYC institutions

**ADDITIONAL EXPERIENCE**

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**Governor's Ball Music Festival — VIP Services Manager**

2021

**Apollo Theater — Food & Beverage Manager**

2015

**The Plaza Hotel — Accounting Assistant**

2014