Seativo Appoints Former Ticketmaster Professional Marcus Cox to Support International Growth

Marcus Cox joins Seativo following experience at Ticketmaster as the football ticketing platform invests in leadership, technology and international expansion.

LONDON, LONDON, UNITED KINGDOM, October 1, 2026 /EINPresswire.com/ -- Seativo, the football ticketing platform available at Seativo.co.uk, has announced the appointment of Marcus Cox to its senior leadership team as the company continues to expand its operations and international presence. Cox joins Seativo having previously worked at Ticketmaster, bringing ticketing industry experience to Seativo during an important period in the company's development. The appointment forms part of Seativo's wider investment in leadership, technology and operations as the football ticketing platform serves a growing audience in the United Kingdom and internationally.

> “Joining Seativo at this stage of its growth is an exciting opportunity to help develop the platform and support its ambitions within international football ticketing.”
>
> *MARCUS COX - BUSINESS DEVELOPMENT DIRECTOR - SEATIVO*

For Seativo, the appointment of Marcus Cox represents another step in building the leadership capability required to support the company's next phase. Seativo has continued to develop its football ticketing platform, broaden its international reach and invest in the infrastructure behind Seativo.co.uk. Adding ticketing industry experience to the Seativo leadership team is intended to support that development as the company prepares for further growth.

Cox's previous experience at Ticketmaster brings additional ticketing sector knowledge to Seativo at a time when the company is developing its position within a rapidly changing digital ticketing market. Technology, customer expectations and international travel continue to influence how supporters discover and attend live sporting events, and Seativo believes experienced leadership will be important as the business responds to those changes.

The appointment comes as Seativo continues to expand its international audience. Football supporters increasingly travel between countries to experience major matches, creating

opportunities for platforms capable of serving customers whose matchday journeys extend beyond their domestic markets. Seativo has been developing its technology and operations around that increasingly international supporter base, and the addition of Marcus Cox is intended to strengthen the company's ability to manage further expansion.



SEATIVO HAS GROWN RAPIDLY IN 2026

Seativo operates at the intersection of football, technology, ticketing and travel. Customers using Seativo.co.uk may be planning a local match, travelling across the United Kingdom or organising an international football trip around a particular fixture. That creates operational requirements extending beyond the initial ticket discovery process, particularly when supporters are coordinating travel and accommodation around a live sporting event. Seativo believes building an experienced leadership team is important as the company develops the infrastructure required to support those customers.

For Marcus Cox, joining Seativo provides an opportunity to contribute to a specialist football ticketing platform during a period of continued development. His previous experience at Ticketmaster adds an established ticketing background to a Seativo team focused specifically on football and the requirements of match-going supporters. Seativo expects that combination of broader ticketing knowledge and specialist football focus to contribute to the company's future strategy.

The leadership appointment also reflects the wider development of the Seativo organisation. As the platform grows, Seativo is investing not only in the football opportunities visible to customers but also in the people, systems and technology supporting the business behind the scenes. The company views those investments as closely connected. Greater customer demand and international reach require stronger internal capabilities, and Seativo intends to develop both sides of the business together.

Technology will remain central to that strategy. Football supporters increasingly begin their matchday planning online, researching fixtures, football tickets, stadiums, travel and accommodation digitally before deciding which match they want to attend. Seativo.co.uk has been developed around that customer journey, providing a football-focused destination through

which supporters can discover relevant ticket opportunities. As Seativo expands, the company intends to continue improving the digital experience while strengthening the operations supporting it.

Customer experience is another area expected to remain important as Seativo develops. Football tickets can form the centrepiece of substantial travel plans, particularly for international customers travelling to experience clubs and stadiums in person. Supporters may commit to flights, hotels and other arrangements around a fixture, meaning the wider customer journey can extend considerably beyond the initial booking. Seativo wants its leadership and operational structure to reflect the importance customers place on those experiences.

The appointment of Marcus Cox comes as international football tourism continues to influence Seativo's growth strategy. Football has a global audience, and supporters can now follow clubs from almost anywhere through television, streaming and digital media. For many international fans, travelling to experience a match in person represents the next stage of that relationship. Seativo has seen the importance of serving those supporters increase as its international presence develops.

This globalisation of football fandom creates opportunities for Seativo while also increasing the complexity of operating an international-facing ticketing platform. Different markets can involve different customer expectations, travel behaviours and purchasing patterns. Building a leadership team with relevant ticketing experience gives Seativo additional expertise as the company considers how best to approach those opportunities.

Seativo also expects the appointment to contribute to its broader organisational development. Growing a technology-led ticketing business requires coordination between commercial strategy, customer experience, operations and digital development. As Seativo expands, the company wants leadership capable of connecting those different parts of the organisation while maintaining a clear focus on football supporters.

Football remains central to the Seativo identity. While ticketing expertise can be applied across multiple forms of entertainment, Seativo has developed specifically around supporters seeking live football experiences. The company believes this specialist focus allows Seativo to understand the significance individual fixtures, clubs and competitions can have to customers.

The addition of Marcus Cox to the Seativo leadership team is intended to complement that football-first approach with experience gained within the wider ticketing industry. Seativo believes bringing together specialist football knowledge and broader ticketing experience can support the company as it develops its technology, operations and international strategy.

The appointment also comes during a period of continued growth for the Seativo brand. As more football supporters become familiar with Seativo, the company wants the organisation behind the platform to develop alongside its public presence. Leadership appointments form

part of that process by adding experience and capacity to the business as it moves into its next stage.

For Seativo, international growth is not simply about reaching customers in additional countries. The company wants to develop a platform capable of understanding and supporting football supporters whose matchday journeys increasingly cross borders. A customer may travel from Europe to England for Premier League football, while another supporter based in Britain may travel internationally for a major European fixture. Seativo aims to remain relevant across those different journeys.

Cox's appointment is intended to support Seativo as it builds the systems and strategy required for that wider audience. His experience at Ticketmaster provides a background within the ticketing industry that Seativo believes can contribute to the company's continued development as it expands beyond its existing scale.

The appointment also reinforces Seativo's intention to invest in people alongside technology. Digital platforms can automate significant parts of the customer journey, but leadership, industry knowledge and operational expertise remain important when building a sustainable ticketing business. Seativo wants its future growth to combine effective technology with an experienced team capable of understanding customers and identifying new opportunities.

As Seativo expands its leadership team, the company intends to maintain a clear focus on the experience of football supporters. The platform may continue to grow in scale and international reach, but Seativo believes the fundamental reason customers use the service remains straightforward: they want to experience football live.

That supporter perspective will continue to influence the way Seativo develops. Technology, commercial growth and international expansion are intended to support the core objective of connecting customers with live football experiences rather than replacing the specialist identity around which Seativo has been built.

The appointment of Marcus Cox therefore represents more than an individual hire for Seativo. It forms part of a broader effort to strengthen the organisation as the company develops its football ticketing platform and international presence. Seativo expects leadership experience to become increasingly important as the business enters new stages of growth.

The company also believes the appointment can help support future relationships across the wider ticketing and sports industries. Experience within established ticketing businesses can provide perspective on the development of digital platforms, customer expectations and the operational requirements associated with serving large audiences.

For Seativo, those insights can be particularly valuable as the company seeks to scale while retaining its specialist focus on football. The objective is to combine the agility of a growing

football ticketing platform with the experience required to build robust operations capable of supporting continued expansion.

Seativo intends to continue investing in its leadership, technology and team as the business develops. The appointment of Marcus Cox represents one element of that wider investment and comes as the company continues to strengthen its position within football ticketing.

As part of the Seativo leadership team, Cox will contribute to the company's continued development and international growth strategy. Seativo expects his ticketing industry experience to support the organisation as it evaluates new opportunities, develops internal capabilities and serves an increasingly international customer audience.

The appointment also gives Seativo an opportunity to reinforce the importance of industry expertise within its future plans. Football ticketing is a specialist market influenced by technology, consumer behaviour, travel patterns and developments within the sport. Seativo believes experienced leadership can help the company navigate those factors while maintaining a strong understanding of the supporter.

As Seativo continues its international expansion, the company expects the combination of football knowledge, digital technology and ticketing expertise to become increasingly important. The appointment of Marcus Cox reflects that direction and represents another milestone in the development of the Seativo organisation.

Seativo remains focused on building a platform capable of serving football supporters in the United Kingdom and internationally. The company's future strategy will continue to centre on technology, customer experience, football ticket opportunities and sustainable international development.

The addition of Marcus Cox strengthens the leadership team responsible for delivering that strategy. For Seativo, the appointment reflects both the progress already made and the scale of the opportunity the company sees ahead.

Football supporters can visit Seativo.co.uk to explore current football ticket opportunities and learn more about the platform. Seativo will continue to provide updates as the company develops its team, technology and international operations.

Seativo is a football-focused digital ticketing platform connecting supporters with opportunities to experience major football matches live. Through Seativo.co.uk, customers can discover fixtures, explore relevant ticket availability and plan matchday experiences through a platform developed around football supporters.

With Marcus Cox joining the Seativo leadership team following previous experience at Ticketmaster, Seativo continues to invest in the expertise, technology and operations required to

support its international growth.

For information about Seativo, football ticket availability and future company developments, visit Seativo.co.uk.

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