

Neil Moffitt

Nightlife CEO

Age: 42 Hometown: Stratford upon Avon, England

"Getting your hands dirty is essential to being a successful business owner," says Neil Moffitt when asked how his modest, early career as a bar manager relates to his current list of achievements.

The chairman and CEO of Las Vegas-based Angel Music Group (AMG) has enjoyed many of them since getting his real clubland start in 1999. That was the year Moffitt inked a deal with UK-based Godskitchen and created a new venue there, Code, which owed its instant success, in part, to the headlining presence of a guy named Paul Oakenfold.

After relocating to Vegas in 2004, Moffitt started cutting deep inroads to an American nightlife scene he saw was ripe for expansion. Locals and visitors who remember Ice, that formidable, freestanding club with the dancer-dousing nitrogen fog cannon, can thank him for his shaping role as managing partner of that venue. Things just kept getting bigger and better for Moffitt after that, including a slew of wildly successful 2005 appearances by DJ Tiësto in Las Vegas, L.A. and Miami, all produced by Moffitt and AMG.

For the last two years, AMG has been entrenching itself in

the nightlife consulting realm. Moffitt's biggest client? Hotel and casino behemoth MGM Grand, where his team takes the reins on design, marketing, operations and talent booking for Studio 54, Tabu Ultra-Lounge, and the new Wet Republic, arguably the most innovative — and most musically sophisticated — weekly pool bash Vegas has ever seen.

"We're looking forward to Wet Republic opening for the season next spring," he says. "The first season at the pool was very strong, and MGM is looking to build on that success in 2009 with our help."

Moffitt says the less promising economic landscape for 2009 means adding an "extra layer of

caution" to any future expansion plans, though the possibility of a move into East Coast markets, in particular Miami, remains on the table. For now, he says, Sin City is the place to be, and Angel isn't relishing the thought of managing any new projects from afar.

"We have had several deals come our way both across the U.S. and beyond," he says, "but right now our aim is to solidify the reputation we've built over the last five years in Vegas. We always have one eye on expansion, but it has to be the right deal in order for us to commit to a project outside Vegas. We would not engage with a project remotely."

When it comes to sharing his

recipe for fame, fortune and influence in the world of nightlife, Moffitt cites hard work and a commitment to hiring "the best people in the business, whatever the cost." For now, any new hires will be coming to Vegas, where the home he's built for his industry colleagues is as good a place as any for getting their hands dirty just like he did while coming up. According to Moffitt, it's all about them now anyway.

"My focus is now on helping the team around me to reach the level of success that they're looking for," he says. "For me, the business is no longer about money. It's more about working with good people and ensuring we all do well."

FAVORITE QUOTE:

"WINNERS
WIN AND
LOSERS
LOSE!"

