
EXECUTIVE PROFILE

Facilitating significant, quantifiable growth in product sales and brand development by leading promotional initiatives in Fortune 200 companies, marketing agencies, and professional sport franchises

Sponsorship Selection & Negotiation / Brand Development / Business Planning / Certified Six Sigma Greenbelt Strategic Planning / Communications / Public Relations / P&L Management / Team Building / Sales

- **Accomplished leader with 30 years of consumer marketing and sports management experience** identifying, evaluating, negotiating, selling, and managing partnership alliances with major sports organizations including the NBA, NASCAR, USOC, and MLB.
- **Deep experience developing and implementing core sports marketing activities;** comprehensive understanding of consumer promotional programs, retail promotional programs, and sports entities.
- **Board Experience** Omaha Sports Commission, NCAA College World Series, and North Carolina Motorsports Association.
- **Winner of Marketing Professional of the Year 2008** awarded by Public Relations Society of America's Nebraska Division for the role in the U.S. Olympic Swim Trials marketing committee.

MARKETING, SPORTS, AND ENTERTAINMENT

THE UNIVERSITY OF SOUTH CAROLINA 2021-Present

Adjunct Professor: Currently teaching the Business of NASCAR starting in the fall of 2021.

- The challenge was to reinvigorate the class during the pandemic and directly engage the NASCAR community into our program. My student evaluation scores have consistently been in the top quartile. Student headcount has doubled and is fully subscribed.
- In the spring of 2023 began teaching Sports and Entertainment Sales based on applying theory through hands on practical experience. Student evaluation score in first two the semesters were in the top quartile.

DISCOVER SPORTS AND ENTERTAINMENT, LLC 2016- Present

President: Founded Discover Sports and Entertainment to specialize in guiding brands' utilization of sports and entertainment through the development of brand strategy, property selection and negotiation, event marketing, account management, and activation platforms.

- **Sports Property Consulting:** The firm has been hired by Richard Petty Motorsports, Joe Gibbs Racing, USA Hockey, Life Time, MotoAmerica, and American Youth Soccer Organization for business development strategy and support.
- **Sports Marketing Strategy:** The Race Team Alliance engaged Discover to develop marketing strategies to improve and elevate team brands.
 - An eSports white paper led to the inclusion of the teams and drivers developing an eSport racing league, with the primary purpose of promoting the sport of NASCAR, its teams, and events.
 - Elevated fan experience with Friday Night Fan Fest. Fan feedback was overwhelmingly positive, and the teams realized a savings on overnight expenses.

RICHARD PETTY MOTORSPORTS 2011-2016

EVP, Chief Marketing Officer: Reported to CEO challenged with leading the restructuring of Richard Petty Motorsports, which had recently been reacquired. Responsible for sales, marketing, and communications.

- **Executive Leadership:** Led the development of a three-year comprehensive business plan in 2012 that provided a vision for the organization. Served as Co-chairman on the Sponsorship and Revenue Committee designed to facilitate a collaborative marketing effort between NASCAR and the newly formed Race Team Alliance.
- **Business Development/Sponsorship Marketing:** Spearheaded new business development efforts that secured Smithfield Foods, Florida Department of Agriculture, Boston Beer Co., Albertsons, Blue Emu, BASF, GoBowling.com, Jani King and Monster Energy. Led 7 figure renewals with Stanley Black and Decker, Smithfield Foods, Boston Beer Co., GoBowling.com, STP and the United States Air Force. Achieved \$30MM in average annual sponsorship revenue.

BANK OF AMERICA 2007-2011

Senior Vice President/Strategic Marketing Executive — Recruited to lead strategy development and utilization plans for motorsports and Olympic sports investments. Drove brand messaging and business goals for consumer lines of business, built key relationships, demonstrated commitment to local and regional markets, and provided rallying points for associates.

- **Matrix Management:** Increased revenue and improved business metrics with key motorsports businesses through collaboration with wealth management, commercial banking, and finance teams.
- **Wealth Management:** Gained 60% of Cup drivers and 10 of top 12 drivers as wealth management clients; commercial banking increased overall book with NASCAR, ISC, Hendrick Motorsports, and Speedway Motorsports, Inc.
- **Market Presence:** Raised awareness of NASCAR Banking with NASCAR fans from 11% to 36%; result was improved consideration, acquisition, and retention of quality accounts.
- **Retail Activation:** Overcame public image issues facing financial institutions' sponsorship spending in 2009; during a four-week period leading up to the Bank of America 500 our program generated 85 million positive media impressions, added 1,200 new accounts, recognition of 195 sales associates for performance, and engaged 6,000 current NASCAR Banking customers in online promotion that generated 144,000 points redeemed and 22,000 site visits.

CONAGRA FOODS, INC. 2003-2007

Vice President, Strategic Alliances — Recruited by CEO to lead strategic plan to centralize and elevate impact of sponsorships for company's 70 brands.

- **Sponsorship Initiatives:**
 - Supported growth of Hebrew National hotdogs sales through major and minor league baseball programs; drove incremental 1 million lbs. in food service business and 100,000 lbs. in retail business.
 - Generated \$340,000 incremental gross sales through Peter Pan/Minor League Baseball activation.
 - Led 499,000 incremental cases of volume across 11 brands within four weeks through Daytona 50th/Kroger initiative leveraging NASCAR investments to support this top-tier customer.
 - Led Joe Gibbs Racing initiative across top tier retail clients that resulted in 723,912 incremental cases of volume with Walmart, Kroger, Food Lion, Safeway, Alberton's, Meijer, Food City, Ingles, Bashas, and Stater Brothers.
 - Initiated Coca-Cola/Orville Redenbacher Popcorn alliance programs around holidays, Super Bowl, and NCAA Final 4 events.
 - Developed and helped launch American Heart Association/Healthy Choice START! campaign to support healthy heart lifestyles.
- **Consumer Research:** Established benchmarks for sponsorship planning utilizing market analysis and segmentation studies.
- **Media Planning & Buying:** Led review process resulting in alignment with priority brands and decreased out-of-pocket expense.

CHEVRONTEXACO 1999-2003

Director of Sponsorships & Licensing — Recruited to lead partnership programs including the New York Metropolitan Opera, U.S. Open, Formula One, NASCAR, Indy Car, and U.S. Olympic Committee for games in Sydney and Salt Lake City.

- **Strategic Planning and Management:** Oversaw management for \$53MM in marketing property investments and activation.
- **Staff Management:** Led 14 direct reports and 4 agency relationships in strategy development, property management, and event activation.
- **Merchandise Sales:** Restructured licensing for Texaco which led to \$3.38 million profit in 2001 after \$584,000 loss in 2000.

ANHEUSER-BUSCH, INC. 1987-1999

Senior Manager, Sports Marketing Group (1993 – 1999) — Evaluated, negotiated, and directed the implementation of \$35 million in annual U.S. motorsports sponsorship investments. Led Budweiser, Bud Light, and Busch brand initiatives.

- **Sales Turnaround:** Delivered a 10% sales growth in can sales by conceiving and developing *Great Tracks of NASCAR* promotion.
- **Dale Earnhardt Jr. Sponsorship:** Negotiated exclusive sponsorship agreement that increased wholesaler participation by 7.3%, POP sales by 30%, 16-oz. Budweiser cans at 40%, and licensed merchandise sales at 50%.

Manager, Sponsorships & Media Promotions: Busch Media Group (1987 – 1993) — Worked directly with all major television networks, ESPN, and major sports league offices.

- **U.S. Sports Events:** Led development and execution of executive and client programs for all major U.S. sports events including Super Bowl, NCAA Final 4, MLB All Star and World Series, ABC Monday Night Football, The Breeders Cup, and Indianapolis 500.
- **Integrated Marketing Programs:** National and regional media promotions development such as *ESPN Bud Light Big Monday* and *69 Mets Bud Light 25th Anniversary* promotion.

Background includes: Director of Advertising for **Houston Sports Association** and **Houston Astros**, Director of Marketing for **Evansville Thunder (Continental Basketball Association)**.

Master of Science in Sports Administration: Ohio University 87'

Bachelor of Science in Radio & TV: Butler University 80'