

Ross Dunbar

Sports Business / Marketing & Commercial

Forward-thinking and dynamic leader in sports and media. With 7+ years of direct sports team experience including C-Suite, digital and commercial, scouting and football operations. Prior 5+ years experience in media/communications. A strong strategic thinker and detail-oriented executive, with a record of delivering commercial growth to organisations. Experience in two roles of managing small teams.

PERSONAL

- (+44) 07596137874
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- [LinkedIn](#)

CORE SKILLS

- Strategic Planning
- Sports Management
- Multilingual
- Interpersonal
- Leadership
- Problem Solving
- Creativity
- Working under pressure
- Adaptive

EDUCATION

BA Sports Journalism

University of West of
Scotland (2010)

Football Management

Sports Business Institute
(2018)

Scouting/Match Analysis

IST Düsseldorf (2020)

Advanced Sporting

Directorship

Focus Education (2023)

KEY EXPERIENCE

Commercial Director (Greenock Morton FC) March 2023-Present

- Increased season ticket sales by 40% after leading adoption of digital ticketing partner
- Launched new Executive Club, generating £10k in new revenue for the club
- Implemented new tier-based sponsorship system adding four new leads in two months
- In-house retail range launched adding 35% growth on merchandise revenue from last year
- Presented strategic club vision to Board of Directors

Deputy Chief Executive Officer (Shelbourne FC) June 2022-February 2023

- Attendance growth of 150%, supported by launch of new "Dublin First" marketing strategy
- Managed and coordinated all player recruitment activities as team reached Irish Cup Final
- Supported writing of strategic fan engagement plan with Board of Directors
- Assisted CEO and Commercial Manager to achieve revenue targets

Head of Digital & Digital Media Manager (1.FC Union Berlin) July 17' – June 22

- Launched a long-term international strategy across comms, e-commerce and branding, leading to membership and commercial revenue increase, and international brand awareness
- Generated 1m impressions per month on social media and international earned media
- Management of English-language services, such as an online shop, social media and an enhanced club website
- Key stakeholder management with UEFA, DFL and sponsors

First-Team Video Scout (SV Ried) '19-21

- Delivered written scouting reports with data-driven approach to player identification

Website Editor (DW.com) July '14 – 17'

- Managing all DW website-based platforms.
- Social media strategy formulated and growth to 50,000 followers on Twitter over the first two years of the channel.