

BUSINESS OPERATIONS • REVENUE GENERATION • GROWTH STRATEGY

Results-Driven Revenue Strategist & Business Operations Leader: 15 years elevating Growth & Strategic Partnerships with Data-Driven Expertise to exceed organizational wide goals and drive customer engagement forward.

EXPERIENCE**Lemongrass – Consultant**

2021 - 2023

Strategy consultant geared towards innovations in revenue growth, customer success, and vendor go-to-market strategies.

- Created sales strategy and customer success plan for CRM platform leading to \$10M in new sales
- Led business development for venue mobile app that facilitated \$750k in new sales with MLS soccer franchise
- Developed programming and led partnerships for international sports & fan experience conference in England
- Designed sales enablement strategy and framework to accelerate revenue growth from ~\$70M to \$106M by the end of FY24, surpassing the target within the timeframe.

United States Golf Association – Vice President, Revenue, Ticketing, & Fan Experience

2019 - 2020

Lead commercial business functions to drive marketing, revenue, & fan engagement for the U.S. Open Golf Championship

- Developed go-to-market sales strategies, inclusive of packaging, pricing, & profit analysis, for all four U.S. Open Championships generating over \$35M & 200k tickets sold for 2019
- Introduced new products for re-imagined golf experience including first ever U.S. Open concert, Top Golf driving range, on-course luxury suites, and premium outdoor cabana style seating
- Increased revenues by \$4M through redesign of sales process and pipeline of third party partners
- Managed a staff of 16 direct & indirect reports with an overall operating budget of \$3.2M
- Designed mobile ticketing platform with AXS leading to 81% mobile adoption in the first year
- Ideate sponsorship & partnership activation solutions to exceed KPI's and grow existing sponsorship revenues
- Defined commercial data strategy and implemented mobile connected fan applications through customer centric data capture solutions including Scanning, F&B, Point of Sale, e-commerce, and Marketing Automations

Carolina Hurricanes – Vice President, Business Strategy & Analytics

2017 - 2019

Built business strategy department to operate across all functions of the organization to drive in-depth analysis & revenue

- Launched projects to eliminate cash transactions, create venue app, and increase digital dependency
- Developed corporate community sponsorship & sales packages projected to generate over \$1M in revenues
- Increased premium seating revenues 9% by focusing on underserved industries and expanded suite rentals
- Increased attendance 30% through new ticket offerings and targeted sales approaches
- Managed a staff of direct & indirect reports with an overall operating budget of \$410k
- Lead redesign of email and digital marketing communication to be on-brand and in-line with business goals
- Managed procurement & implementation of business analytic tools – CRM, data warehouse, SMS platform, etc - for greater visibility into business operations including sales, marketing, merchandise, parking and concessions

Los Angeles Football Club (LAFC) – Head of Business Intelligence

2015 - 2017

Strategic leader designed to deliver data-driven insights to ownership group for launch of expansion MLS franchise.

- Constructed a 200k+ customer database that integrated multiple data sources – Salesforce CRM, Kore Software, SAS, automated marketing platforms, and others leading to over 18k new season ticket sales
- Created the ticketing sales plan, ticket/venue pricing, and ticketing goals for sales team. Total sales and contractually obligated income (COI) generated in excess of \$24.5M vs a total sales budget of \$335k
- Initiated variable pricing models resulting in a 15% increase in revenue & 100% premium seating sell through
- Generated \$2M in new revenue by successfully leading RFP to bring international soccer matches, tournaments and other ancillary events to \$350M stadium development
- Developed monthly ticketing membership model and fan experience sales strategies reducing need for retention
- Implemented segmentation & geo-location models for increased lead scoring & sales pipelines

Anschutz Entertainment Group (AEG) – Manager, Business Planning

2011 - 2012

Oversee cross-functional teams developing corporate wide business strategies and leverage analytical models to achieve business goals while increasing performance at 70+ venues.

- Increased contractual revenues (COI) by \$10M through monitoring and analysis of corporate partnerships
- Managed \$165M in strategic accounts with American Express, Konica Minolta, & other business partners
- Reengineered T&E policies resulting in \$1.4M in projected savings & \$500k in incremental revenues
- Designed and launched MS Dynamics CRM application for increased efficiency & partnership tracking
- Developed SOP for post merger & acquisition of the Barclays Center & Oakland Coliseum
- Lowered operating costs by \$560k for Home Depot Center (LA Galaxy) via social responsibility initiatives
- Maximized revenues and sponsorship sales across 20 venues through food and beverage sales analysis

Early Career Accomplishments

2005 - 2011

- **Coca-Cola:** Saved \$5.6M in 2009 and \$2.4M in 2010 by identifying and implementing cost reductions in key operating areas as leader of Cost Management project. Developed \$450M operating budget for west business unit.
- Owned & Managed \$8M Sales & Marketing budget that came in \$800k favorable
- Generated new revenue stream for fountain beverage sales projected to generate \$1.2M in 2010 through incentives
- **David Taussig & Associates:** Conducted facility needs analysis and special projects for 700,000-student Los Angeles Unified School District, projected to generate over \$490M for district in 5 years

EDUCATION & ADDITIONAL INFORMATION

University Southern California - *Master of Business Administration, MBA, Strategy*

San Jose State University - *Bachelors of Arts, Economics*

- **Board Member:** Sports Entertainment Alliance in Technology (SEAT) Conference (2016 – 2020)
- **Book Contributor:** *“THEY SHOOT...THEY SCORE!!! LESSONS IN LEADERSHIP, INNOVATION AND STRATEGY FROM THE BUSINESS OF SPORTS”*. Patrick Rishe, 2018. Pages 258-261
- **Speaker:** 2019 Washington University Olin School of Business – *Guest Lecturer on Sports Sponsorship*
- **Speaker:** 2018 SEAT Conference – *CRM & Business Strategy: Where Are You vs. Where You Want to Be*
- **Speaker:** 2018 NHL Club Business Meetings – *Business Intelligence: Going Beyond Ticketing Analytics*
- **Speaker:** 2018 University Southern California: Sports Business Association – *Guest Lecturer on Sports Business*
- **Moderator:** 2017 SEAT Conference – *Mobility & Meeting the Demands of the Connected Fan*
- **Moderator:** 2017 SEAT Conference - *Ticket Wars: The Secondary Market*
- **Speaker:** 2017 Sports Analytics Innovation Summit – *Ticketing Analytics & its Evolving Marketplace*
- **Speaker:** 2017 Washington University Olin School of Business – *Guest Lecturer on Sports Business*
- **Speaker:** 2017 KORE Sports Customer Insights Webinar – *Mastering CRM for Sport Sales*
- **Speaker:** 2017 Los Angeles Marketing Analytics Consortium – *Analytics of Champions: Digital Marketing & Modeling within Sports*
- **Speaker:** 2016 Variety’s Big Data Conference – *Scoring High with Sports & Data*
- **Speaker:** 2016 Sports Analytics Innovation Summit - *Creating a Strong Fan Base without Having a Roster*