

A D A M T U V A L

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EXPERIENCE

Playfly Premier Partnerships, Chicago, IL

Senior Director, Corporate Partnerships

July 2021 – Present

- Sold first ever game-ball partnership for a major sports league in North America (Fastenal with Major League Rugby)
- Only multi-property sales rep on staff to sell a partnership in 2022, 2023, and 2024, including the group's largest 7-figure partnership since 2021 (Philadelphia Flyers, Chicago Fire FC, Major League Rugby, Indy Eleven)
- Led and closed a Consulting engagement with the Mission Rock mixed-use development (San Francisco Giants)
- Led and closed a multiple-market media rights package for Moderna (Home Team Sports)
- Only non-VP sales rep to lead one or more New Business engagements (Philadelphia Phillies, San Francisco Giants, San Jose Sharks, Irvine Company, Mission Rock)
- Currently leads sales efforts for the Minnesota Twins first-ever jersey patch in conjunction with the team
- Actively prospecting for the following sales engagements: FC Bayern Munich, World Cup Host Cities, Philadelphia Flyers (helmet & jersey patch), Minnesota Twins (jersey patch)

Philadelphia Union, Chester, PA

Senior Director, Corporate Partnerships

May 2021 – July 2021

- Hit new business goal before the 2021 season started (April 2021), and managed two Account Executives
- Built the Union's first ever STEAM platform in partnership with an Ed. Tech partner, as their first sports investment
- Became the first MLS club to build out a year-round eSports content calendar with multiple endemic and non-endemic founding partners (Categories include: Healthcare, CPG, Betting/Gaming, Tech)

August 2019 – May 2021

Director, Corporate Partnerships

- Highest ever revenue-generating year in club history (2019), and hit personal sales goal during pandemic year (2020)
- Involved in all co-departmental partnerships, ranging from athlete branding, in-stadium tech, and broadcasting rights
- Secured two groundbreaking partnerships in the sports gaming and betting space, the first of their kind across all Philadelphia sports teams and MLS Clubs, and the first one with an International partner

January 2018 – August 2019

Senior Manager, Corporate Partnerships

- Was personally sought out by Diageo team at Wasserman for groundbreaking Captain Morgan partnership
- Doubled the investment size of Anheuser-Busch partnership under first year of overseeing partner renewal, growing the relationship to its largest since the team's inception in 2010
- Identify and secure partnerships with regional, national, and international brands to drive team revenue and awareness

New York Jets, Florham Park, NJ

Manager, Premium Partnerships

April 2017 – January 2018

- Exceeded new business team sales goal for 2017 season
- Constructed customized partnerships through face to face proposals in front of C-level executives at Jets games and Jets Partner Alliance business networking events

Philadelphia 76ers, Philadelphia, PA

Manager, Corporate Partnerships

April 2016 – April 2017

- Brought to life the Wendy's "Frosty Freeze Out," widely considered one of the most organically fan-engaging moments of exclusivity across all NBA team partnerships
- Brokered partnership with Samsung with a tight window to execute and activate mid-season

February 2014 – April 2016

Account Executive

- Top sales rep in the organization for a team with the worst record in the NBA (2015-2016 season)

May 2013 – February 2014

Ticket Sales Associate

- Ranked in top 10% of Sales Associates across all NBA teams by revenue for 2013-2014 season

EDUCATION

University of Massachusetts Amherst

Eugene M. Isenberg School of Management

September 2010 - May 2013

- **Double Major:** Bachelor of Science: Sport Management, Bachelor of Business Administration: Marketing
- **Graduated Cum Laude**
- **Major GPA:** 3.77; **Overall GPA:** 3.66, **Dean's List:** Qualified five out of six possible semesters