

DARREN MICHAEL O'DONNELL

INTRODUCTORY PROFILE

Darren O'Donnell is an influential sales and marketing executive with over two decades of experience in generating revenue and leading talented teams committed to enhanced representation, development, and profitability of diverse properties in the sports & entertainment industry.

He has held roles in agency representation, consulting, hospitality, premium seating sales, commercial/sponsorship sales, and management.

Darren is an enthusiastic executive with the ability to create partnerships, inspire through empathy and lead by example, winning hearts and minds as a 'team' over 'individual' culture builder.

CAREER SUMMARY

Vice President, Business Development

Denver Broncos Football Club

Denver, CO

April 2012 – present

Key member of the overall business leadership team with focus on developing and managing all commercial and media partnerships with the 3x Super Bowl Champion Denver Broncos of the National Football League. Primary focus on new business opportunities and development of large-scale agreements that incorporate all marketing and team assets as individual contributor, team leader and manager. Active daily tasks include asset development, prospecting, contract negotiation, inventory management, forecasting, business planning, and collaboration with internal and external partners to achieve overall business objectives. Media & sponsorship revenue for the organization has multiplied over 4x in this time period, and the club ranked 5th in the NFL for new business revenue in 2023.

Key Contributions and Examples

Emerging Categories – Legal Sports Betting Example. Co-led department strategy over 24-month period in the newly legalized sports betting space in the US. Resulted in 3 new partnerships for the organization with operators, achieving over \$30M in contract value. Broncos emerged as a leader and key reference to other NFL franchises on this model as a pioneer in this space.

Emerging Categories – Education Example. Development of a multi-layered partnership with a major university, including licensing rights to club IP and significant assets, as well as creation of a new academic program at the school (Denver Broncos Sports Management Institute). Resulted in hundreds of students receiving accreditation in sports marketing and work experience, and ultimately generated over \$2M in partnership revenue for the club.

Naming Rights & Entitlements. Actively involved with our team in negotiations and account management for major entitlement/naming rights partners, including the Stadium (Empower),

Club Training Center (UCHealth), Suites & Premium Seating Assets (BMW & United Airlines) and practice jersey sponsorship (General Motors and Mattress Firm).

Innovative Community Platforms. Developed a program (Club 32) for business leaders in the community delivering B-to-B experiences for this group while raising charitable funds for newly created Orange & Blue Foundation. Resulted in \$1.4M in partnership revenue.

Infrastructure Improvements. Involved in major infrastructure and technology projects at both Empower Field at Mile High and UCHealth Training Center, resulting in new assets for vendor and partner relationships and innovative fan experience initiatives.

Technology Partnerships. Key lead in designing a strategy with internal IT team and securing corporate partnerships with major technology brands including Acronis, Apple, Adobe, Check Point Software, HP, Microsoft, NetApp, Webroot, Veeam, and others.

Client Services. Active leadership role with client services/activation team in implementation of first-in-class client hosting strategy including Super Bowl, Masters, US Open (golf), and other substantial high-profile events for partners and prospects. Results include measured return on new and retention business and strong client relationships in the national marketplace.

International Growth. Leading the franchise in developing revenue and partnership capabilities in Mexico as part of NFL's Global Markets Program strategy. Results have included partnerships with multi-national brands such as Anheuser-Busch and media rights partnership with Fox Sports Mexico to support Broncos Marketing initiatives.

Sales Manager, Corporate Partnerships

Sharks Sports & Entertainment / San Jose Sharks LLC

San Jose, CA

January 2009 – April 2012

Duties included securing corporate partners for Sharks Sports & Entertainment, with primary focus on new business development, client retention, and account management for the San Jose Sharks (National Hockey League), SAP Open (ATP World Tour) & HP Pavilion (arena). Other duties included assisting in department management tasks including hiring, budgeting, and asset development. Key leader and contributor to a team that exceeded 100% of fiscal year revenue goal for four consecutive seasons. Total individual business under management grew over 20% year over year.

Premium Seating Executive

Denver Broncos Football Club / Stadium Management Company

Denver, CO

July 2007 – January 2009

Duties included developing new business, renewing, and servicing club seat and suite clients for the Denver Broncos of the National Football League. Specific premium seating inventory included club seats, single game and executive suites for the Denver Broncos and INVESCO Field at Mile High. Led the premium seating sales team in revenue production over this period.

Manager of Sales

The Bonham Group

Greenwood Village, CO

August 2006 – May 2007

Duties included securing new business and sponsorship sales for a marketing agency in the sports & entertainment industry. New business included sponsorship evaluation/analysis services as well as market research services and consulting. Sponsorship sales included developing partners for select auto racing events (Grand Prix of Houston, Grand Prix of Cleveland).

Account Representative, Corporate Partnerships

Silicon Valley Sports & Entertainment

San Jose, CA

June 2003 – July 2006

Duties included securing corporate partners for the properties of Silicon Valley Sports & Entertainment, including the San Jose Sharks (National Hockey League), the San Jose Stealth (National Lacrosse League), the Miller Lite Fight Night at the Tank (boxing) series, the SAP Open (ATP World Tour), and the San Jose Grand Prix (CHAMP CAR).

EDUCATION**Golden Gate University, San Francisco, CA – May 2003**

Degree – M.B.A.

Concentration – International Business

Russian Friendship People's University, Moscow, Russian Federation - 2002

Studied Russian language and business as part of requirements for MBA

Colorado State University, Fort Collins, CO – May 2000

Degree – B.S.

Concentration – General Business / Entrepreneurship

ACCOMPLISHMENTS / INTERESTS / VOLUNTEER WORK

DEI Subcommittee Denver Broncos Football Club, Diversity 'Champions Group' (current)

Youth ice hockey and flag football coach

Board Member, Denver Chapter, American Cancer Society 2017-2020

Watch D.O.G.S., St. Mary Catholic School, 2015-2022

Colorado State University Athletic Director Search Committee, 2014

San Jose Sharks Foundation Grant Committee, 2009-2012

Big Brothers Big Sisters of South Bay, Young Professionals Committee, 2011-2012

Member of NCAA Division I golf team, Colorado State University, 1998-2000

Member of NJCAA Division II national champion golf team, Tyler (TX) Junior College, 1996-1998