

# Ross Dunbar

## Sports Business Leadership

A forward-thinking and dynamic leader in the sports industry with 12 years of experience including marketing, commercial, partnerships and football club management. A strong strategic thinker with a record of delivering commercial growth to organisations through marketing and brand building.

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### PERSONAL

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### EDUCATION

#### BA Sports Journalism (2010)

#### Football Marketing &

#### Management

Sports Biz Institute (2018)

#### Scouting/Match Analysis

IST Düsseldorf (2020)

#### Sporting Directorship

Focus Education (2023)

### CORE SKILLS

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

### KEY EXPERIENCE

#### **Freelance Consulting November 2023-Present**

- Consulting with a high-profile football agency on development ahead of Jan 2024 transfer window
- Consulting with new football ownership group on partnership sales and business models

#### **Commercial Director (Greenock Morton FC) March 2023-October 2023**

- Increased season ticket sales by 40% after leading adoption of digital ticketing partner
- Utilised push notifications and email database to grow walk-up matchday attendances in line with 2,500 target
- Further increased satisfaction around match experience with introduction of match programme and cashless functions
- Launched new Executive Club lounge, generating £10k in new ticket revenue for the club
- Implemented tier-based partner system adding four new commercial partners in two months
- Successfully ensured sale of all sponsorship inventory on first-team shirts in cost-of-living crisis
- Cultivated relationship with America-based main sponsor including associated activations – i.e. Veterans Charity and school trips to matches
- Worked closely with Head of Media to ensure increase in exposure for key partners on club social media
- Launched new pre-season cup match against local rivals with highest crowd of season and title sponsorship
- In-house retail range launched adding 35% growth on merchandise revenue from last year
- End-to-end management of club events and matchday hospitality alongside long-standing club partners and Commercial Executive role
- Report directly to ownership board and executive directors
- Designed long-term club strategic vision for further consideration by board

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

- Lead club-wide strategy on marketing and branding
- Attendance growth of over 100%, supported by launch of new “Dublin First” marketing strategy and stakeholder management with coach and players
- Coordinated all cup final marketing activities with 8,000 in attendance
- Managed and coordinated all player recruitment activities as team reached Irish Cup Final

- Supported writing of strategic fan engagement plan with Board of Directors
- Led recruitment of new Supporter Liaison Officer
- Assisted CEO and Commercial Manager to achieve revenue targets

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

- Responsible for the club's first-ever international marketing strategy
- Assisted revenue generation with personalised service in cultivating relationships with more than 250 international club members
- Supported press office on all international media requests following promotion to Bundesliga
- Shared responsibilities with press office team for daily briefings to president and board
- Worked in collaboration with e-commerce team to tailor online marketing efforts towards international community
- Generated 1m impressions per month on social media with specific focus on Twitter
- Earned paid media opportunities on BBC Football Focus (144k YouTube views), Copa 90 (1.3m views), The Guardian (20m+ monthly readers)
- Managed portfolio of English-language services to ensure continued engagement of international fans
- Key stakeholder management with UEFA for club representation in European competitions

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

- Managing all DW Sports website-based platforms from an editorial standpoint
- Utilised data to inform content geared towards DW preferred international markets
- Social media strategy formulated and growth to 50,000 followers on Twitter over the first two years of the channel