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Sales and Marketing Executive

Forward thinking Sales and Marketing professional. Expertise on multiple levels: Sales, Marketing, Business Development, Sales Training, Sponsorship, Innovation and Customer Service/Guest Services.

- Sales/marketing integration
- Sales staff design/management/training
- Database program development/innovation
- Collateral design and development
- Corporate Sponsorship sales/activation
- Sales plan development/implementation
- Event design/production/staging
- Client Services/Customer Service/retention

Professional Experience

Direct Energy Solar

National Field Consultant

2016 - present

Immediate impact on sales in the New Jersey area. Amassed personal sales leads from Mall locations, personally generated events, company sponsored events and personal contacts/networking.

- Established and developed Hunterdon County sales territory
- Generated several sales in short period.
- High conversion rate of prospects to installation follow through.

Vivint Solar

National Field Consultant

2016

Central New Jersey area. Created sales leads from company sponsored events and personal contacts/networking.

- Completed complex training program in two days.
- Compiled several PPA sales in short period.
- High conversion rate of prospects to installation follow through.

Turnstyles USA

Co-CEO & Founder

2004-2015

Left NFL to pursue creation of Turnstyles USA, a full service sales, marketing and ticketing company serving professional sports organizations, major colleges, universities, and the fine arts industries. Company was designed to offer the finest hosted and/or supplemental services available. Directed all sales and marketing for the company and its high profile client portfolio focusing on business development, corporate sales and ticketing related initiatives. Major Accounts with the NFL, MLB, NHL, NBA, PGA, NASCAR, Division 1 colleges, universities and Performing Arts Centers. Created and managed events/initiatives surrounding major sports and entertainment channels.

Highlights:

- Created, developed and implemented business plan to move all season ticketholders from the original Yankee Stadium to the New Yankee Stadium in 2009.
- Generated multiple-millions of dollars in ticket revenues from the supplemental sale of upscale products on behalf of the Yankees from 2005 to present.
- Developed and implemented entire reseating process for Giants (NFL) in preparation for inaugural season at the New Meadowlands Stadium.
- Created, developed and implemented plan for sales of PSL, Club Seat and Corporate packages for the Giants in excess of 362 million from 2007-2010.
- Assisted NBA TMBO group in relocating and reestablishing New Orleans franchise and fans in Oklahoma City after Hurricane Katrina.

National Football League

Senior Director Team Development

2001-2004

Designed, built and managed the NFL's initial Sales and Marketing department from 2001 through 2004. Responsibilities included acting as a day-to-day resource for all 32 NFL franchises in general team

marketing, ticketing and sponsorship sales/activation disciplines. Departmental achievements resulted in significant increase in game sellouts which raised the percentage of televised games to the highest levels in League history.

Highlights:

- Raised ticket revenues by more than 10% representing 150 million dollars across all clubs.
- Developed team Sponsorship/Ticketing committees.
- Organized League-wide sales conferences and surrounding events.
- Activated several League sponsored resources for teams.
- Directed construction of the NFL team ticketing website.
- Initiated several research projects to address specific market/industry trends.

Integrated Sports International/SFX Sports Group

V.P. Team and Venue Services

1997- 2001

Major clients included the Cleveland Browns, Anaheim Angels and the Arena Football League and its member teams. Consulted with professional teams and colleges on their marketing strategies, ticket sales, sponsorship and operations. Organized the permanent internal sales and operations functions for the NFL's new franchise in Cleveland in 1999.

Highlights:

- Organized and managed efforts to sell-out the Browns PSL campaign.
- Developed Browns in-house aggressive sales staff that generated revenues of 200+ million.
- Organized and managed sales efforts to re-open Walt Disney's Edison International Field in Anaheim California after its refurbishment.
- Created and managed Angels' in-house telemarketing sales staff.
- Oversaw the company's foray into the college market developing relationships with the University of Miami and the University of Connecticut. Designed and managed on-campus aggressive sales units for both schools.
- Created and fulfilled major business events tied to ticket sales efforts for all clients.

Philadelphia 76ers

V.P. Ticket Sales & Operations

1995-1997

Developed and managed aggressive sales team. Created sales initiatives and integrated marketing calendar/events. Developed and executed plan for relocation to new facility in south Philadelphia.

Highlight:

- Set benchmark for most season ticket subscription sales in franchise history despite team's severe underperformance and unexpected/untimely change of ownership.

Network International

Director of Mid-Atlantic Sales/General Manager of the U.S. Indoor Tennis Championships
1992-1995

Duties included managing/selling sponsorship and signage inventory for the Mid-Atlantic facilities managed by Spectacor Management Group. Designed new ticket promotional initiatives to help tenants of SMG facilities sell inventory. Identified and designed new signage opportunities at the facilities. Developed ticket staff and sales initiatives on behalf of the Baltimore Stallions of the CFL. Managed all sales and marketing for the U.S. Indoor Tennis Championships at the Spectrum.

Highlights:

- Created, organized and fulfilled a highly successful Cigna Insurance rebranding event featuring a national signage campaign across multiple SMG facilities along with an intimate executive party at a Rolling Stones concert in Philadelphia.
- Successfully sold corporate signage and sponsorships for SMG's Mid-Atlantic area facilities exceeding targeted revenue goals.
- Developed a ticketing initiative known as "Hot Tickets" for SMG tenants.
- Sold out opening day of the inaugural season at Memorial Stadium for the Baltimore Stallions of the Canadian Football League.
- Set CFL attendance records in both 1994 and 1995. Won Grey Cup Championship in 1995.

World League of American Football

Director of Team Services
1990-1992

Was liaison to all teams in US, Canada and Europe for ticket sales, sponsorship, marketing and operational disciplines. Developed national/international ad campaign to increase television viewership. Created multi-lingual American football video, hand guide and posters to be used as educational tools for European and Canadian fans.

Highlights:

- Sold-out Wembley Stadium for inaugural World Bowl game in London (66,000+).
- Created fan events surrounding inaugural World Bowl Game.

Madison Square Garden

Director of Season Subscription and Telemarketing for Knicks (NBA), Rangers (NHL), College Basketball and Boxing
1987-1990

Designed, built and managed the first internal aggressive sales staff for the "World's Most Famous Arena". Sold season ticket packages for Rangers, Knicks, College Basketball and Boxing. Managed staff of 20+. Created aggressive renewal programs. Developed first Knicks mini-plan. Was MSG Box Office liaison.

Highlights:

- More than doubled Knicks season ticket plans in first season.
- Integrated use of live ticketing software for "real time" sales.
- Created and managed several business and public oriented events to support sales efforts.
- Heavily involved in collateral design and development.
- Used numerous research vehicles to guide critical decisions in marketing and sales.
- Managed seat reassignment process after building renovation in late 1980's.

