

Michael J. Rudner

510 East 23rd St. Apt 2F | New York, NY 10010 | 973.769.4205 | michael.rudner@gmail.com

EXPERIENCE

SPORTSROCKET, New York, NY

Nov. 2016 - Present

Senior Director, Platform Sales

- First outbound sales employee focused on identifying targets and building prospect pipeline.
- Creating new sales processes and collateral to send to potential clients.
- Pitching and negotiating six-figure partner contracts.

IOMEDIA TECHNOLOGIES, New York, NY

May 2009 – Nov. 2016

Director of Sales & Account Management – Sports & Entertainment

Sep. 2014 – Nov. 2016

Manager of Sales & Account Management – Sports & Entertainment

May 2012 – Sep. 2014

Business Development Coordinator – Sports & Entertainment

May 2009 – May 2012

- Helped conceive, develop and distribute Virtual Venue and Season Ticket Portal products that have become the leading tool for online ticket purchasing and account management within the NFL, NBA, MLB, NHL, MLS, CFL, NASCAR and NCAA.
- Responsible for building and growing IOMEDIA's nascent sports client base to more than 125 sports and entertainment properties in seven and a half years.
- Identified targets, set meetings, pitched work, generated proposals and closed business.
- Served as lead negotiator and client development director with senior level leadership among the sports and entertainment properties.
- Exceeded personal sales goal every year, closing more than \$20 million total.
- Under Director title, responsible for writing department's yearly business plan.
- Generated nearly 80% of department's revenue since 2012 as part of three-person sales team.
- Served as lead Account Manager for more than 100 sports projects on an ongoing basis.
- Part of lead negotiation team that brokered exclusive partnership with Ticketmaster.

NJ SPORTS & EXPOSITION AUTHORITY - Digital Producer, NJ

Nov. 2008 – April 2009

- Responsible for all NJSEA digital content and business properties.
- Launched and ran successful social media programs for IZOD Center and Giants Stadium.
- Managed day-to-day content operations for all digital properties under the NJSEA umbrella.

MLB ADVANCED MEDIA - Digital Producer, New York, NY

July 2007 – Nov. 2008

- Managed production of digital sports properties within MLBAM's Partner Solutions group.
- Served as content editor and producer for various MLBAM digital partners, including SNY, YES Network, IceNetwork.com, WCSN (Universal Sports), Derek Jeter and Barry Bonds.
- Coordinated multi-channel publishing efforts across editorial, video, email and social.

EDUCATION

SYRACUSE UNIVERSITY, Newhouse School, Syracuse, NY

Graduated May 2007

- Bachelor of Science: Broadcast Journalism Major (Magna Cum Laude)

SKILLS

Salesforce.com, Proposal/Contract Writing, Google Apps, Social Media Management, Drupal's CMS, Video Management, Podcast Hosting, Adobe Audition, Adobe Photoshop, Excel and Powerpoint