



Sports Business Solutions & the San Jose Sharks present:

## The Sports Sales Combine – San Jose, CA

February 26-27, 2016

### Participating Coaches Bios:



**Jake Carlson – Manager, Inside Sales (Host)**  
**San Jose Sharks**

Jake started with the San Jose Sharks at the end of December 2015 to take on the role of Inside Sales Manager. He's tasked with the hiring, training, and development of the new inside sales program the organization has recently created. Prior to joining the Sharks, he worked for Legends Sales & Marketing (SF 49ers & Fresno State), Tampa Bay Buccaneers, and Arizona (Phoenix) Coyotes. Jake is originally from the Chicago area and received his Bachelor's degree from Illinois State University.



**Mike DeMarino – Director, Ticket Sales**  
**New Jersey Devils**

After graduating from Marist College in 2005, Mike joined the New Jersey Nets Inside Sales Program with aspirations of going into Public Relations. Two days into selling, Mike realized his passion was in sales. Six months into the Inside Sales program Mike was promoted to Account Executive with the Nets where he focused on season ticket sales for three seasons. Following the Nets, Mike accepted a position as Sales Consultant for the New York Jets selling premium

Personal Seat Licenses for the Jets New Stadium. Two years into the Jets project, Mike led all sellers in overall PSL's sold on the project and was recruited by Legends Global Sales to join the San Francisco 49ers New Stadium sales team. The 49ers New Stadium project is considered one of Mike's greatest career achievements as they surpassed all industry records selling over \$1 Billion in PSL Revenue. Shortly after, Mike joined the Atlanta Hawks as Senior Manager of New Membership Sales. Eight months into Mike's first full season at the Hawks, his sales team surpassed the previous year's revenue numbers and three sales reps have gone on to surpass their annual goal. No reps had accomplished this the year prior. Based on this great success, Mike was recruited by the New Jersey Devils where he now works as Director of Ticket Sales and oversees all new season ticket acquisition.



**Doug Hine – Sr. Manager, Business Development  
New Jersey Devils**

A proud graduate of West Chester University, Doug started his career in 2005 at GoodSports USA in Wall NJ as Sports Director in charge of youth and adult athletics. While working at GoodSports USA Doug was recruited by The New Jersey Devils in 2008 to join their Ticket Sales Associate Program. This is where he found his passion for ticket sales, sports, and growing relationships. Doug found success quickly with the New Jersey Devils advancing through the ranks as an Account Executive, Premium Sales Executive, and Selling Manager-Account Executive Team, and Inside Sales Manager. During this period Doug surpassed 4 million in full, partial, group, suite revenue and has help advanced the career of over 15 sales representatives. In May of 2015 Doug was promoted to Senior Manager of Business Development and now oversees a senior sales staff who concentrate on selling larger deals for the New Jersey Devils & the Prudential Center. Doug's main focus as a Senior Manager of Business Development consists of strategy, culture, training, career building, and teamwork.



**Doug Dawson – Vice President, Ticket Sales & Service  
Dallas Cowboys**

Doug Dawson is currently the Vice President, Ticket Sales & Service for the Dallas Cowboys. Dawson is responsible for overseeing the sale and service of seat options, suites, season tickets, & Cowboys Club memberships for the Dallas Cowboys and AT&T Stadium. Dawson came to the Dallas Cowboys in July 2007 from the Indiana Pacers where he spent 4 ½ years as the Vice President of Ticket Sales and Service. In this role, Dawson was responsible for all ticket sales and

service for season tickets as well as suites. Dawson, a graduate of Ohio University, began his career in the sports industry with Palace Sports and Entertainment, which was the parent company for the Detroit Pistons (NBA), Detroit Shock (WNBA), Detroit Vipers (IHL), Pine Knob Music Theater and Meadowbrook Music Festival. Over the last 20 years, Dawson has spent time in a variety of roles in ticket sales for the Columbus Blue Jackets, Tampa Bay Lightning, and Cleveland Cavaliers as well.



**Jayson Morgan – Manager, Premium Sales  
Dallas Cowboys**

Jayson graduated from the University of Texas at Austin where he majored in Finance & Marketing in 2002. However, it wasn't until 2007 that his future career in sports took shape. He was hired by the Dallas Cowboys on October 15<sup>th</sup> of that year as a Sales Consultant and went on to sell more seats than any person in the history of AT&T Stadium. Over the course of the last 8 years he has been promoted multiple times and currently acts as Premium Sales Manager.



**Chelsea Hudson – Manager, Group Sales  
Dallas Cowboys**

Chelsea Hudson is currently the manager of the group sales department at AT&T Stadium, Home of the Dallas Cowboys. She is a native of Oklahoma with over 7 years of professional sports selling and management experience including the Oklahoma Redhawks, Legends, & The Dallas Cowboys. Having proven track records of sales success, Chelsea has managed and led executives to achieve not only professional, but also personal goals. Ms. Hudson holds a marketing degree from the University of Oklahoma, Price College of Business and continues to grow AT&T Stadium in revenue, stature, and character globally across the franchise.



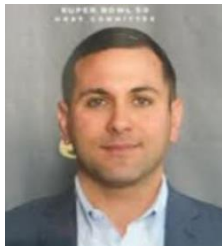
**Taylor Silva – Manager, Group Sales & Fundraising  
Oakland Raiders**

Taylor currently serves as the Manager, Group Sales and Fundraising for the Oakland Raiders. He's entering his fourth season with the team, and his sixth in professional sports. In his current role, he oversees group sales, fundraising and youth programs in addition to co-managing the Raiders' Inside Sales team. A native of Davis, CA, Taylor began his career with Sacramento Kings on their Night Call Sales Staff, also serving as a Group Sales Account Executive and Ticket Sales Captain before joining the Raiders in 2013.



**Jeff Sinclair – Manager, Inside Sales  
San Jose Earthquakes**

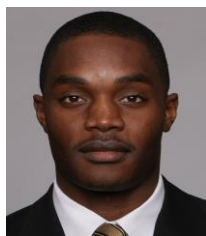
Jeff is a native of Northern California and a lifelong soccer fanatic. After graduating with an Economics degree from UCLA, Jeff received his sports sales training at Major League Soccer's National Sales Center in beautiful Blaine, Minnesota. From there, Jeff joined the Season Ticket team at the San Jose Earthquakes for two years before becoming the Quakes' Inside Sales Manager.



**Paul Epstein – Director, Sales & Business Development  
San Francisco 49ers**

Paul Epstein currently serves as the Director of Sales & Business Development for the San Francisco 49ers & Levi's® Stadium. In this role, Paul oversees all premium suite, seat license, and hospitality membership sales for the 49ers along with suite, group, and ticket sales for all other stadium events. In addition, Paul has formed a non-gameday revenue team charged with sales of private events, stadium / museum tours, specialized themed events, and restaurant buyout opportunities at Michael Mina's Bourbon Steak & Pub. Prior to his time at the 49ers, Paul managed sales teams with

Legends Global Sales, Sacramento Kings, New Orleans Hornets, and Los Angeles Clippers. He is a proud graduate of the University of Southern California and was born and raised in Los Angeles.



**Nana Yaw – Manager, Premium Sales  
San Francisco 49ers**

Nana Yaw is the Premium Sales Manager for the San Francisco 49ers & Levi's® Stadium heading into his 8<sup>th</sup> season with the club. Nana manages a team of 11 premium sales consultants responsible for selling a full menu of game day ticketed revenue streams at Levi's® Stadium including 49ers suite leases, seat licenses, day of game suite rentals, 3<sup>rd</sup> party event suites and 3<sup>rd</sup> party event group tickets amongst other premium hospitality assets. Prior to his current role, he was the #1 sales consultant in total seat license revenue and a top producer in suite lease sales for Levi's® Stadium sales team of 40. This team surpassed all industry records selling over \$1 Billion in seat license and suite revenue. Before joining the 49ers, Nana sold season and group ticket inventory at the Los Angeles Clippers and Los Angeles Avengers/Wasserman Media Group. He received a Bachelor of Arts degree in Multimedia from California Lutheran University where he lettered 4 years in football and 2 years in track & field.



**Courtney Blake – Manager, Inside Sales  
Sacramento Kings**

Courtney is originally from Indianapolis, where she started her career in sports with the Indiana Pacers in their inside sales program. After spending 2 years with the Pacers, as a Corporate Sales Manager, Courtney made the move to become the Manager of Inside Sales for the Sacramento Kings. Courtney attended Illinois State University and the University of Indianapolis, where she got her degree in Sports Marketing.



**Elliott Crichfield – Manager, Inside Sales  
Denver Nuggets**

Elliott grew up in Eighty Four, PA, and graduated from West Virginia University. He was also a proud member of the military, where he served in the West Virginia Army National Guard for 7 years. Elliott started his Sport Sales career with the Pittsburgh Pirates, as an Inside Sales Representative in October of 2010. He finished as the top revenue producer in his class, and was promoted to Account Executive, Group Sales in July of 2011. He joined the Denver Nuggets in August of 2015, as the Manager of Inside Sales.



**Rachelle Allen – Account Executive  
Denver Nuggets**

Rachelle Allen grew up in Boulder, Colorado and graduated from Montana State University with a double major in Business Marketing and Management. She was a dual sport athlete at Montana State (volleyball and track). She started her career in sports with the San Diego Chargers, as an inside sales representative in February of 2013. She finished as the top revenue producer of her class and her contract was extended for a second season. She joined the Denver Nuggets in October of 2014 as an Account Executive specializing in Season Tickets. Rachelle is also part of the Leadership Council with the Denver Nuggets, responsible for helping the Inside Sales manager recruit, train and develop the Inside Sales Class each season



**John Torris – Manager, Inside Sales  
Minnesota Timberwolves**

John Torris is in his third season with the Minnesota Timberwolves. Before becoming the Manager of Inside Sales, John lead all premium seating and suite sales efforts for the organization. Prior to joining the Timberwolves he specialized in

business to business sales as an Account Executive for the San Diego Padres where he focused on selling premium seating, suites, and corporate sponsorships. John got his start in the industry by attending a Sports Sales Combine in 2009, where he accepted an offer to join the Atlanta Hawks Inside Sales team. He spent five months in Inside Sales before earning a full time position on the Membership Sales team. John lives in Minneapolis with his wife Katie, daughter Hailey, and son Trey.



**Aaron Dragomir – Manager, Season Ticket Sales  
Oakland Athletics**

Aaron Dragomir enters his 5<sup>th</sup> season with the Oakland Athletics as Season Ticket Sales Manager and his 12<sup>th</sup> year overall as a full time employee with the team. He leads the teams' new season ticket sales efforts, including creating, implementing and managing the season ticket sales campaign, targeted email marketing and lead generation. In addition to handling his duties as Season Ticket Sales Manager, he has personally trained over 100 sales reps during his time and he oversees the implementation of all new technological resources for the sales department (MS Dynamics, website alive, hurrah). Over the last 3 years, he has lead the team to a franchise high in new season ticket sales revenue and FSE's.



**Chris Weddige – Manager, Sales Development  
Chicago Cubs**

A native of Naperville, Illinois, Chris recently returned back to Chicago after time spent at the University of Kentucky and the Atlanta Hawks. Through finding success as both a salesperson and sales manager, his passion is to lead and inspire others to grow their careers in the great industry of sports sales. Each day is a new challenge and opportunity to evolve both professionally and personally as Chris and the Cubs look to grow the attendance numbers at Wrigley Field while maximizing revenue and efficiency along the way. Amidst their current \$575 million Wrigley Field Restoration Project, Chris and the Cubs have countless exciting experiences ahead for their organization.





**Nathan Strick – Manager, Premier Sales  
Chicago Cubs**

Nathan Strick joined the Chicago Cubs in 2013 and is manager of premier sales. In his current role, Nathan oversees the sale of all suites, premier seating, & non-game day corporate events, and leading the sales effort for the renovation of Wrigley Field (where four new club spaces & expanded suites will be created). As a part of an organization that recognizes the necessity of hiring top-level sales talent, Nathan is helping establish an industry-leading sales culture at the Cubs that promotes top sales associates within the organization. Before joining the Cubs, he worked for the Tampa Bay Buccaneers from 2010-2013 in a variety of sales roles. With the Buccaneers he focused on selling season & group tickets, premium club spaces & luxury suites, and also managed two part-time sales staffs. Nathan is originally from Grand Rapids, Michigan and is a graduate of the University of Michigan. He is currently attending Northwestern University's Kellogg School of Management pursuing his MBA.



**Carter Motley – Manager, Inside Sales  
San Diego Padres**

Carter Motley is a native of Northern California, and grew up in Carmel, California. He attended California State University, Monterey Bay where he studied Marketing. In 2011 he began his career in the sports industry with the Arizona Diamondbacks in their Inside Sales Program. He was able to grow his career with the D-backs as an Account Executive in the Season Ticket Services department focused on revenue retention. In May of 2015 Carter transitioned to the San Diego Padres to be the Inside Sales Manager.



**Chad Cardinal – Director, Ticket Sales & Service  
University of Santa Clara Athletics with the Aspire Group**



Chad Cardinal serves as the Director of Ticket Sales & Service with the Aspire Group for the Santa Clara University Athletic Department. In his role he is responsible for the management and oversight of Premium Sales, Season Ticket Sales, Season Ticket Retention, Group Sales, Partial Packages, dynamic and variable pricing & staff development. Prior to arriving in Silicon Valley, he spent four seasons as the Ticket Sales Manager for the Boston Bruins & TD Garden.



**Colby Carter – Manager, Inside Sales  
Dallas Stars**

Colby Carter joined the Dallas Stars in March of 2012 as an Account Executive in the Ticket Sales Department. He started his professional career in the insurance industry before following his passion into the sports world. Throughout his career with the Stars he has held multiple positions from Premium Sales to Corporate Partnerships to his current role as Inside Sales Manager. He graduated from Texas Christian University in Fort Worth, Texas with a degree in Entrepreneurial Management and was born and raised in Dallas, Texas.



**Bob Hamer – President & Founder  
Sports Business Solutions, LLC**

Bob owns and operates Sports Business Solutions, LLC, a company committed to finding and developing future leaders in sports business. The company does everything from individual coaching and development of job seekers to hosting training events and job fairs. He also does training, consulting and recruiting for sports teams and properties all over the country. Prior to that Bob was the VP of Sales & Service for the Phoenix Suns where he oversaw all aspects of the Suns ticket sales business. He grew into that role internally from an inside sales position with the Suns, in total he spent 8 years with the Suns, 4 years as a seller and 4 as a manager & leader. Originally from Orange County, CA, Bob graduated Cum Laude from the University of Arizona in 06' with a degree in Business Management. He current lives in Phoenix, AZ.