

All sports teams have slightly different organizational charts, but below is a snapshot of one that is most common at the pro level. The numbers to the left are their level in terms of hierarchy, in parenthesis are how many people are in that job, and then how many people are in that department and/or who report to them. The percentages at the top show you that 89% of all team employees typically work on the business side, while a much smaller percentage 11% work on the sports operations side. Also worth noting, 41% are involved in revenue generation. Hope this information helps!

The Sports Business Org Chart

Ownership (1) (4) & Total Team Employees (265)

SPORTS OPERATIONS (30) (11%)

- #1 President/Player Operations (1) (30)
- #2 General Manager (1) (29)
- #3 Head Coach & Coaching Staff (1) (6)
- #3 Assistant General Manager (1)
- #3 Director Player Personnel & Scouting (1) (6)
- #3 VP Athletic Care, Head Trainer (1) (4)
- #3 Director of Team Security (1)
- #3 VP Sports Communications/Media (1) (4)
- #4 Video Coordinators (2)
- #4 Equipment Managers (2)
- #5 Team Services Coordinator (Admin) (1)
- #5 Administrative Support & Analytics (1)

BUSINESS OPERATIONS (235) (89%)

- #1 President/Business Operations (1) (235)
- #2 CFO – Finance (1) (12)
- #2 COO – Operations (1) (115)
- #2 CRO – All Revenue (1) (109)
- #3 SVP Marketing Partnerships (1) (27)
- #3 SVP – CMO Ticket Sales, Marketing, Digital (1) (82)
- #3 SVP & GM of Arena Booking & Operations (1) (34)
- #3 SVP Communications & Community (1) (11)
- #3 SVP & General Legal Counsel (1) (2)
- #3 CTO/CIO – Technology (1) (5)
- #3 VP Business Analytics (1) (4)
- #4 VP Marketing (1) (12)
- #4 VP Ticket Sales (1) (60)
- #4 VP Marketing Partnerships (2) (18)
- #4 VP Digital & Social Media (1) (10)
- #4 VP Production/TV/Radio (1) (19)
- #4 VP Human Resources (1) (4)
- #4 VP Game Entertainment (1) (8)
- #4 VP Arena Operations (1) (27)
- #5 Director Ticket Operations (1) (7)
- #5 Director Public Relations (1) (4)
- #5 Director Community Relations (1) (7)
- #5 Exec. Director Charities (1) (3)
- #6 Part time game night crew (16)
- #7 Administrative Team (7)