



Sports Business Solutions & the New Jersey Devils Present:

## The Sports Sales Combine – Newark, NJ March 6-7, 2015

Participating Coaches:





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 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 – Manager, Ticket Sales 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 over the next 5 years as an Account Executive, Premium Sales Executive, and Manager of the Account Executive Team. During this period Doug surpassed 4 million in full, partial, group, and suite revenue. In July of 2014 Doug was promoted to Ticket Sales Manager and now oversees a staff of 30 associates who sell for the New Jersey Devils & the Prudential Center. Doug's main focus as a Ticket Sales Manager consists of recruitment, culture, training, career building, and teamwork.





Frank Batres – Manager, Ticket Sales New Jersey Devils

A proud graduate of James Madison University, Frank started his career in the sports industry in 2011 as a Sponsorship & Ticket Sales Intern for the Los Angeles Blues Soccer Club. While working with the Blues, Frank found his passion for ticket sales and surpassed all season and group sales goals. It was this success that catapulted his career to become a sales manager with the team. After the 2012 USL Pro season with the Blues, Frank transitioned to the National Hockey League and took a position with the New Jersey Devils as a Ticket Sales Associate. Despite a lockout season, Frank found success with the Devils, generating over \$500,000 in sales within his first 14 months. After the New Jersey Devils ownership transition was completed, Frank was promoted to a Team Lead. Frank's leadership in this new role, along with continuously generating high-volume sales helped him get promoted to Ticket Sales Manager in July of 2014. Frank now oversees a staff of 30 Ticket Sales Associates that sell season tickets, groups and premium inventory for the New Jersey Devils and Prudential Center.





Mike Barbato – Sr. Manager, Ticket Sales NY Red Bull (MLS)

Mike joined the Red Bulls in September of 2014 as the Sr. Manager of Ticket Sales. In this role Mike is responsible for overseeing all aspects of Ticket Sales for the organization, including the Group Sales, Season Ticket Sales, and Inside Sales Departments. Mike started his career as an Inside Sales Representative with the New Jersey Nets, and was quickly promoted to Account Manager. He then accepted a Sales Executive position with the New York Giants and their new stadium project. In July of 2009, Mike joined the Charlotte Bobcats as Manager of Inside Sales and was promoted to Sr. Manager and then Director not long after. In his third year with the Bobcats, Mike was again promoted, this time as Director of Suite Sales and Services. After a brief stay as the GM of Sales & Marketing for Legends Global Sales, Mike served as the Director of Corporate Hospitality Sales for Madison Square Garden. There he was responsible for all Suite Sales efforts at MSG during the final phase of the arena transformation. Mike graduated from Saint Leo University with a degree in Sport Management.



Dan Shagawat – Manager, New Business Sales NY Knicks & MSG Sports

Oversee all hiring, onboarding, and management of our Inside Sales department which focuses on Knicks, Rangers, and Liberty season ticket packages, as well as premium products at MSG (Single Night Suite Rentals, Madison Club). Rutgers Alumni - began my career as an Inside Sales Rep at MSG, moved up to Account Executive, and now Manager of New Business.



Brenden Long – Director, New Business Sales NY Knicks & MSG Sports

Brendan has recently joined Madison Square Garden as Director of New Business. In his current role, he oversees the sales teams responsible for selling a full menu of Knicks, Rangers, and Liberty products. Prior to joining MSG, Brendan

spent nearly four years with Legends Sales & Marketing in a number of different roles. Most recently he worked in partnership with the NFL to sell premium suite experience packages for Super Bowl XLIX in Arizona. Before the Super Bowl project, he spent two years running Legends' partnership at Fresno State University creating the school's first ever outbound ticket sales team. He first joined Legends as a sales consultant on the seat license campaign for Levi's Stadium, home of the San Francisco 49ers. Brendan began his sports career as an inside sales representative with the Golden State Warriors. A graduate of Ithaca College, he majored in Sport Management with an economics concentration.





Marcia Steinberg – Head of Tickets & Premium Seating City Football Group

Marcia was born and raised in Bradenton, Florida. She joined CFG in September of 2014 to oversee the strategy, revenue generation and best practices amongst all of the CFG clubs, Manchester City Football Club (EPL Team), New York City Football Club (MLS club), Melbourne City Football Club (Australian League) and Yokohama F. Marino's (Japan League). Before CFG she spent four years as Dir. of Sales and Service for The Madison Square Garden Company. Prior to MSG, she owned her own consulting firm, Innovative Team Strategies, where she worked with a variety of minor league baseball, hockey and D- league basketball teams, Mesquite Championship Rodeo and sports agencies. Her other sports experience includes Mandalay Sports and Entertainment where she went from the Director of Group Sales to the Vice President of Ticket Sales for the Frisco RoughRiders (Double-A Affiliate of the Texas Rangers), Group Event Coordinator with the Tampa Bay Lightning, internships with both the Tampa Bay Rays and Louisiana Superdome. Marcia is a graduate of Tulane University where she earned a Bachelor's Degree in Media Arts and a double minor in Psychology and Sociology. While in college she played on the women's golf team and was a member of Kappa Kappa Gamma Sorority.



Manager, Inside Sales
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Joseph attended St. Johns University, graduating with a Bachelor's Degree in Sport Management with a minor in Legal Studies. Growing up in Long Island, Joseph is a born Yankees fan. After working for the Yankees as an intern while attending St. Johns, he climbed through the ranks as a Ticket Operations Representative, followed by an Account Executive, and finally a Premium Sales & Service Specialist. In September of 2013, Joseph was promoted to his current role as Manager of Inside Sales. After six years, he still gets a thrill seeing the field every day and is eternally grateful for his 2009 World Series ring.





Senior Specialist, Premium Sales & Service Phone: (718) 579-4486 | Email: moliveri@yankees.com

Mario joined the Yankees in 2010 as an Inside Sales Associate. Shortly after, he was promoted to the role of Account Executive on the Season Ticket Sales & Service team. In November of 2012, Mario transitioned to the Premium Team as a Premium Sales & Service Specialist before being promoted to his current role as a Senior Premium Sales & Service Specialist. Originally from Trucksville, Pennsylvania, he attended Misericordia University where he graduated with a Bachelor's Degree in Sport Management. His favorite Yankees memory is Derek Jeter's 3,000th hit.





Ashley Faust – Manager, Inside Sales Brooklyn Nets

Ashley Faust is the Manager of Inside Sales for the Brooklyn Nets & Barclays Center. Prior to this position, Ashley worked as a Senior Regional Sales Manager at Monumental Sports & Entertainment. She started her career in sports as an Inside Sales Account Manager for Monumental Sports and Entertainment, a position she achieved after working as an intern for Maryland Sports Marketing and the Washington Wizards. She received her Bachelor's Degree in Communication from the University of Maryland. Originally from Cherry Hill, NJ she now resides in Manhattan, NY.





Katie Mahon – Executive Director, Ticket Sales New York Mets

Katie Mahon's path to the sports industry is different than most. As a member of the College of the Holy Cross class of 2000 (Worcester, MA), Katie was a collegiate athlete in both soccer and lacrosse - but it was her year studying abroad in Australia that led to her career in sales.

Upon graduation, Katie spent six years at EF Education in Cambridge, MA. She successfully marketed and sold language immersion programs to clients across the US while climbing the ranks from Inside Sales Representative to Director, then turned her career focus to her passion for sports. Katie joined the Boston Celtics in the summer of 2006 as Inside Sales Manager and a year later was promoted to Season Ticket Sales Manager. In both roles, she was responsible for the recruitment, training and development of entry-level and veteran season ticket sales staff, as well as the day-to-day sales and service operations of the department.

In 2011, Katie made the move to baseball and the New York Mets as Director of Ticket Sales, where she oversaw implementation of the organization's new entry-level sales program and helped reshape overall ticket sales strategies. She became Executive Director of Ticket Sales in April of 2014 and currently oversees the new business efforts of the Premium, Season Ticket and Inside Sales teams.





Michelle Price – Manager, Ticket Sales New York Mets

Michelle Price, a graduate of the University of Massachusetts class of '05, made her footprint in the sports industry through a passion for sales. Her success can be documented through various sales positions with the Boston Celtics ('05-'11) and the New York Mets ('11-Present). Her sales career highlights include: Ranked 1<sup>st</sup> in ticket sales revenue in her Inside Sales class with the Boston Celtics, Ranked 3<sup>rd</sup> in the NBA in Group Sales Revenue during the '10-'11 season, and most recently being voted as "Alumni on the Rise" by the UMass Sport Management Program. Now the Ticket Sales Manager of the New York Mets, Michelle oversees the recruitment, training, and development of the Mets entry-level sales representatives.





Eric Cole – Manager, Sales Philadelphia 76ers

Eric Cole joined the 76ers in June of 2014. In his current role with the Sixers, Eric oversees a sales staff of entry-level sales associates. He is directly responsible for recruiting, training, and managing this staff which is responsible for driving ticket sales revenue through the sale of Philadelphia 76ers ticket offerings.

Prior to joining the Sixers, Cole was a Group Events Specialist with the Indiana Pacers where he was a top group sales executive within the NBA. After graduating from Ferris State University, he started his sports business career in the Indiana Pacers inside sales program.





Zack Robinson – Manager, Sales Philadelphia 76ers

Robinson joined the 76ers in July of 2014. In his current role with the Sixers, Zack oversees a sales staff of entry-level sales associates. He is directly responsible for recruiting, training, and managing this staff which is responsible for driving ticket sales revenue through the sale of Philadelphia 76ers ticket offerings. Before joining the 76ers, Robinson was a Senior Account Executive for Sporting Kansas City where he was a top revenue producer in Major League Soccer. Before joining Sporting KC, Robinson was a top seller for the Los Angeles Clippers as a member of their inside sales program.



Colin Adams – Premium Sales Manager Legends Global Sales & University of Notre Dame

Colin Adams is in his third year with Legends Global Sales. Currently a Premium Sales Manager at the University of Notre Dame, under Legends, Adams has also served as an Inside Sales Representative and Account Executive with the New York Red Bulls and Jacksonville Jaguars. In his current role, Adams oversees all premium seating options being constructed at Notre Dame Stadium as a part of their \$400m Campus Crossroads Project and stadium renovation. Adams received his bachelor's degree from Rutgers University in May 2014, double-majoring in sports management and communications.







Dan Jankowski – Ast. Director, Premium Seating Legends Global Sales & University of Notre Dame

Dan Jankoski is in his four year of employment for Legends Global Sales is in his first year at the University of Notre Dame, serving as an Assistant Director of Premium Seating in the ticket & premium seating sales office. Jankoski previously worked with the Jacksonville Jaguars of the National Football League as an account manager before heading to Notre Dame. Prior to his time in Florida, Jankoski was a corporate account executive with Major League Soccer's New York Red Bulls after having spent five months with the Deutsche Bank Championship in the Professional Golf Association's corporate partnerships department.

Jankoski graduated from James Madison University in 2011 with a bachelor's degree in sports and recreation management, with a double minor in business and computer information systems. Hailing originally from Princeton Junction, N.J., he now resides in South Bend, Ind.





Jillian Paine – Director, Inside Sales Boston Celtics

Jillian Paine is a graduate of Babson College. Jill started her career at the Boston Celtics as an Inside Sales Representative. After being promoted, she worked on the New Business, Group Sales, and Premium Sales teams. In her role as Director of Inside Sales, Jill is responsible for the recruiting, training and development of Inside Sales Representatives. She enjoys helping her staff grow their careers and has been thrilled to see 17 Inside Sales Representatives promoted to full time positions at the Celtics over the past 3 seasons.



Matt Fahr – Manager, Inside Sales Charlotte Hornets

Matt started his sales career in the NFL with the Oakland Raiders first sales team in 2006 as a Ticket Sales Representative. After finishing in the top three sales representatives for overall revenue Matt was promoted to Premium Seating Sales Manager in 2008. In 2010 he joined the NBA and the Cleveland Cavaliers as a Business Development Specialist. While with the Cavaliers in 2010 he led the Night Sales team as Night Sales Manager. In October of 2010 he was promoted to Manager of Inside Sales and Recruiting. His last promotion came in August of 2013 when he was promoted to Sr. Manager of Inside Sales and Recruiting with the Cleveland Cavaliers. In January of 2014 he joined the Charlotte Hornets as Manager of Inside Sales to aid in the growth and development of the Hornets Inside Sales team during the transition from Bobcats to Hornets. Matt grew up in Mt. Pleasant Michigan. He is a graduate of Northwood University with a degree in Entertainment Sports Promotional Management where he was a member of the Timberwolves collegiate baseball team.



Ryan Picou – Director, Team Marketing & Business Operations National Basketball Association

Ryan currently works for the NBA serving as an account manager with TMBO. He joined the NBA from AEG where he had held the position of Vice President of Premium Sales at the StubHub Center, home of the LA Galaxy and Chivas USA.. Prior to joining AEG, Ryan worked for the Dallas Cowboys from 2008-2011 where he was a part of a team that sold a record of 500 million dollars in seat licenses. Ryan began his career as a sales representative for two different NBA teams, New Orleans Hornets and the Charlotte Bobcats.





## 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, consulting, and development of candidates to hosting training events and job fairs. Through Bob's strong network of hiring managers, they also do recruiting and placement for more than 80 sports teams and properties all over the country for all types of positions. Prior to that Bob was the VP of Sales & Service for the Phoenix Suns where he oversaw all aspects of the Suns ticket sales & service business. He grew into that role internally from an inside sales position with the Suns, in total he spent 8 years with the Suns in 7 different positions, 4 years as a seller and 4 years 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.