

ROBERT JAMES HAMER

EDUCATION

THE UNIVERSITY OF ARIZONA—ELLER COLLEGE OF MANAGEMENT
B.S. in Business Administration, *Cum Laude*, Major: Business Management

May 2006

PROFESSIONAL EXPERIENCE

SPORTS BUSINESS SOLUTIONS, LLC
President & Founder

AUGUST 2014—Present

- Help people succeed in the sports business industry.
- Provide Sales Training, Consulting, Recruiting, and Career Services to individuals, teams and sports industry professionals.
- Work with more than 60 sports teams and assist in strategic consulting, leadership development, training, campaign management.
- Collaborate with more than 20 recruiting partners and aid in sourcing job candidates and hiring future industry leaders.
- Maintain relationships with more than 500 current sports sales professionals, 200 collegiate sports management programs, and countless individuals in an effort to share industry knowledge and expertise to help them succeed.

PHOENIX SUNS LEGACY PARTNERS, LLC

Vice President, Ticket Sales & Service
Sr. Director, Ticket Sales & Service
Director, Ticket Sales
Director, Group Sales
Manager, Group Sales
Sr. Account Executive, Group Sales
Account Executive, Group Sales
Sales Consultant

MAY 2006—AUGUST 2014

January 2014—August 2014
July 2013—January 2014
April 2012—July 2013
September 2010—April 2012
February 2009—September 2010
July 2007—February 2009
August 2006—July 2007
May 2006—August 2006

Leadership Experience

- *Sports Properties*—Oversaw all ticket sales initiatives for the NBA Phoenix Suns & WNBA Phoenix Mercury along with select USAC Concerts and Family Shows.
- *Departments*—Managed the Group Sales Team, Season Ticket Sales Team, New Business Entry Level Sales Team, Service and Retention Team, Intern Development Team and the Sales & Support Team.
- *Direct Reports*—Managed a Team of 53: Directors (3), Managers (2), Sales & Service team members (46), Interns (2).
- *Responsibilities*—Recruiting, hiring, on boarding, training, budgeting, compensation, leadership development, CRM & advanced analytics, new ticket plan sales, group sales, membership retention, event selling, in game selling, internship program, inventory management and box office initiatives, among other duties.

Business Development

- *Employee Donation and Referral Program*—Developed an employee donation and an employee referral program where all employees were able to earn prizes or commissions by referring prospects to the sales department or getting donations that were used to provide underprivileged children from Phoenix the opportunity to watch a Mercury game.
- *In-Game Selling*—Created a new step-by-step process for Suns in-game selling in order to ensure customer satisfaction and an optimal selling environment for the sales team members, led to growth of 30% in game sales over year prior.
- *Lockout Strategy*—Created three distinct business plans designed to sustain our Group Sales business when we faced cancelled games during the 2011-2012 NBA work stoppage. These plans helped maintain low employee turnover.
- *Analytics*—Assisted our Analytics team in all pricing strategies including variable & dynamic pricing.
- *CRM Strategies*—Led all call campaigns, lead scoring, sales sourcing, and team member utilization training.

Revenue Generation

- 49% increase in Season Ticket Renewals for 2014-15 season over prior season YTD.
- 167% increase in new Ticket Plan revenue for 2014-15 season over prior season YTD.
- 25% increase in 2013-14 new Ticket Plan revenue over prior season.
- \$400,000+ in incremental ticket revenue generated from our employee donation and referral program(s).
- 47% increase in revenue from new Sales Events for 2013-14 season over the prior season.
- 42% increase in Group Sales for the 2012-13 season; 11% increase in Group Sales for the 2010-2011 season.
- \$1M+ in new ticket revenue generated during time served as a full-time Sales Team Member.

Customer Development

- *New Membership Platform*—Enhanced our Season Ticket offerings by helping create our new membership platform, which is 365 days of customer engagement including special events, behind the scenes team access and non-Suns related perks. This resulted in improved fan loyalty and increased customer retention.
- *Customer Satisfaction*—Responsible for handling all customers complaints and work with each individual customer to resolve any issue and offer solutions in order to rebuild customer satisfaction and trust.
- *Customer Appreciation*—Assisted in the development and execution of more than 10 customer appreciation events designed to show appreciation for the continued business of our premium customers.
- *Sales Events and Fan Experiences*—Created and managed over 20 new sales events designed to give fans unique experiences, drive new sales prospect meetings, and entice prospective buyers to buy during the events using compelling incentives. These sales events resulted in more than \$2M in new business revenue.

Sales Team Development

- *Recruitment and Hiring*—Developed a plan designed to recruit and hire the most talented sales candidates which included collaborating with college sports business programs, campus visits and attendance at industry conventions.
- *Coaching*—Held regular one-on-one meetings with individuals where a custom plan is created by each team member in order to increase ownership over their own sales ideas, acknowledge individual strengths and weaknesses, thus empowering them to accomplish goals they've set for themselves. This led to increased morale and decreased turnover.
- *Training Programs*—Developed training programs that include role-play exercises, live-sales call observation, one-hour practice sessions and programs through outside trainers in order to increase sales acumen and overall team effectiveness.
- *Incentives*—Implemented various “incentive” schemes in order to motivate current staff such as free dinner programs, team happy hours, bonus commissions & reward trips.
- *Culture*—Emphasized the department's core values “Coachability, Commitment to the Industry, Leadership, Attitude & Worth Ethic”, which lead to improved efficiency, greater team morale, and the creation of a culture of excellence.

CHARLOTTE BOBCATS SPORTS & ENTERTAINMENT **Intern, Group Sales**

May 2005—August 2005

- Responsibilities included prospecting for new business, customer incentive inventory management, Archtics ticketing system reporting, CRM data entry and cleanup, and game night fan experience execution. All duties given were designed to assist Group Sales Team in effectively selling more Group Tickets.

INTERESTS

- Playing the guitar, golf, movies, international travel, aspiring cook and “foodie”