

**PHOENIX, AZ --** Sports Business Solutions and company president Bob Hamer are proud to announce the hiring of **Mike Rudner** to be **Vice President of Business Operations** for the rapidly-growing sports business consulting company.

Rudner will lead the company’s business development efforts as well as build key partnerships and create new revenue streams in an effort to grow Sports Business Solutions’ portfolio of consulting services.

“I’m excited to join Bob and the team at SBS as they continue to expand their business. It’s amazing what they have accomplished in the industry so far, and in just a short time, with minimal resources. That speaks to Bob’s incredible reputation in the industry. I believe they’re only scratching the surface and what excites me the most is the amount of upside that comes with this opportunity. The sky is the limit and I’m looking forward to helping them take the business to the next level,” says Rudner.

In less than three years, Sports Business Solutions has brought on nearly 50 sports team clients across all leagues, cities and markets. To those accounts they provide regular sales training, business consulting and recruiting services. Rudner will be tasked with managing those accounts, generating new ones, and helping create processes and systems that allow the business to operate more efficiently in the short term and scale more effectively in the long term.

As a result of this hire, Hamer will be free to focus more of his time on sales training, as well as supporting the growing recruiting business and assisting with Marketing and Social Media. “To date, the only thing that’s held us back from growing at the rate we want to is how limited we are with our own time and resources”, says Hamer. “Mike’s hire is key as we now have a greater focus on new business development and we have the resources we need to accomplish our goals.” He went on to say “I hired him because he’s been successful at every step in his career, he brings a depth of industry experience and he’s entrepreneurial. I think he’s the right person to help us build our business.”

Rudner brings with him 10 years of sports industry experience. He began his career at MLB Advanced Media (MLBAM), the digital platform for Major League Baseball, where he served as a digital producer and content editor. He then worked for the New Jersey Sports and Exposition Authority where he oversaw all web properties, managing social media and digital content. From there, he went to work for IOMEDIA, an emerging sports technology company focused on developing ticketing portals and 3D virtual seating maps for its sports team clients. Over the course of seven and a half years there, Mike helped sell and manage more than 100 accounts. He then had a short stint as Senior Director of Sales at Sportsrocket, a sports technology startup in NY where he pitched and negotiated six figure partnership contracts, before leaving to join SBS.

Originally from Wayne, NJ, Mike graduated with a degree in Broadcast Journalism from the prestigious Newhouse School of Communications at Syracuse University, home of famous Alums Bob Costas and Mike Tirico.

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For more information about the company, please visit <http://www.sportsbusiness.solutions/> or contact [bob@sportsbusiness.solutions](mailto:bob@sportsbusiness.solutions) with any questions or media requests.