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KEY ACCOMPLISHMENTS

-Season Ticket Member revenue growth of 66%

-163 consecutive sellouts

-Group/Hospitality revenue growth of 76%

EXPERIENCE: NFL Houston Texans/Lone Star Sports & Entertainment

1/2006 - Present

Senior Director, Ticket Sales & Market Analytics

- Responsible for all ticket sales efforts for the Houston Texans and Lone Star Sports & Entertainment, including the AdvoCare V100 Texas Bowl, AdvoCare Texas Kickoff, Battle of the Piney Woods, and various international soccer matches.
- Oversee the sale of new season tickets, group tickets, hospitality packages, and single-game tickets for all Houston Texans home games.
- Create and execute ticket sales plans for all Texans and LSSE events.
- Maximize all cross-selling opportunities between Texans and LSSE customer bases.
- Oversee all analytics efforts, focused on maximizing revenues and fan engagement metrics via targeted campaigns for both Texans and LSSE.
- Responsible for leveraging all consumer data for the benefit of both Texans and LSSE initiatives.
- Manage a staff of six including a CRM Systems & Marketing Analytics Manager, Senior Ticket Sales Executives and a Database Intern.
- Accountable for hiring, production, training, motivation, and goals of sales and analytics staff.
- Responsible for all creative and operational aspects of ticket sales campaigns.
- Oversee all Game Day, Draft Day and Training Camp ticket sales and name capture activities.
- Maintain lines of communication between Ticketing, LSSE, Marketing, Sponsorship, Community Relations, Foundation, Accounting, and PR to ensure ticket revenue goals are met and exceeded.
- Represent Houston Texans at annual NFL management meetings.
- Responsible for weekly reporting on all ticket sales efforts to Sr. VP of Ticketing and President.

Project Management

- Oversee and execute the renewal efforts and touch point strategy for "High Risk" Texans season ticket and hospitality accounts each year, successfully increasing High Risk renewal rate from 70% in 2007 to 87% in 2016.
- Implemented yearly call campaign and client incentive structure to extend contracts for over 6,000 club seat from 2008 to 2015.
- Consult LSSE staff on all radio, print, web and social advertising to drive consumer engagement and ticket sales for LSSE events.
- Serve as Chairman of 2013/2014 Houston Texans Bridge Team made up of mid-level managers who oversee day to day operations in their respective departments.
- Led team of managers to create our organizations' first ever management playbook.
- Initiated, negotiated and executed company-wide speaking event with Mark Owen-Former Navy SEAL Team 6 Operator.

Recent Achievements

- Generated \$2.5 million through the sale of over 17,500 hospitality packages in 2016, featuring lower/upper level inventory and VIP pregame tailgate parties.
- Achieved sellout for the 2014, 2015 and 2016 AdvoCare Texas Kickoff games while leading a team that accounted for \$2.27 million in ticket revenue.
- Achieved sellout for both 2014 and 2015 AdvoCare V100 Texas Bowl games while leading a team that accounted for \$2.66 million in ticket revenue.
- Created first ever "Dream Job Program" featuring a game ticket and behind-the-scenes educational event marketed to Teamwork Online database and local high school/university students that generated over 2,000 tickets for Texans or LSSE events from 2006 to 2014.

Palace Sports & Entertainment – NHL Tampa Bay Lightning

6/2002 - 12/2005

Senior Suite Sales Manager

- Responsible for the sale and service of luxury suites, season tickets, group tickets, and mini-plans for all Tampa Bay Lightning home games
- Actively prospected and attended sales calls with high-level executives within the community
- Accountable for renewal campaign for client base exceeding \$3 million

Senior Corporate Sales Account Manager

- Responsible for the sale and service of season tickets, group tickets, and mini-plans for all Tampa Bay Lightning home games
- Hired, trained, and managed part-time sales staff of 10
- Responsible for renewal campaign for client base exceeding \$1.5 million

Corporate Sales Account Manager

- Accountable for the sale and service of all Tampa Bay Lightning ticket packages
- Actively researched and approached new sales leads on a daily basis
- Exceeded monthly and yearly goals in all product areas

Group Sales Coordinator

- Focused on the sale and service of group packages for both Tampa Bay Lightning and Tampa Bay Storm home games
- Sold and serviced concert groups throughout the year

Outside Sales Representative

- Actively made 75 or more calls per day to sell season tickets, group tickets, and mini-plans to all Tampa Bay Lightning home games
- Worked fan information booths and assisted customers during all Tampa Bay Lightning and Tampa Bay Storm home games

OTHER: **Sam Houston State University** **1/2015 - Present**

Adjunct Professor- Revenue Generation

- Teach graduate level course on revenue generation strategies & tactics utilized in the sports industry

Baylor University S3 Program **11/2014 - Present**

Board Member

- Collaborate with professors to shape curriculum for graduate and undergraduate program
- Interview and counsel future graduates of the program

EDUCATION: **Stanford Graduate School of Business** **6/2012**
Completion of NFL/Stanford Executive Program for Managers

Seton Hall University, South Orange, NJ **9/2010**
Master of Arts: Strategic Communication & Leadership

University At Albany, Albany, NY **5/2002**
Bachelor of Science: Business Administration
Concentrations: Finance/Marketing
Minor: Economics