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## **Work Experience**

Chief of Sports & Entertainment, August 2023-Present

*City of Jacksonville*

- Manages and monitors the City's contractual relationship with ASM Global to assure compliance with its contractual obligations to the City
- Administers the City's Sports and Entertainment Trust Fund resources
- Serves as the City's Chief Liaison with the Gator Bowl organization leadership
- Serves as the City's senior level liaison to the University of Florida and University of Georgia related to the Florida-Georgia football game
- Serves as City's senior liaison to the Gator Bowl Association for the Annual Gator Bowl Game
- Develops and implements a comprehensive plan to expand the number and range of new state, national and international sporting events held in the City
- Serves as the City's senior level liaison to all professional athletic teams based in Jacksonville and their respective leagues.
- Leads the City's effort to attract and support new professional sports teams, organizations, events and activities
- Oversees the execution and support of all City special events, including but not limited to Jacksonville Jazz Festival, FL/GA Football Game, Veteran's Day Parade, MLK Breakfast, Sea and Sky Airshow, World of Nations, etc.
- Assigns responsibility, takes corrective action, demonstrates leadership in evaluating, developing and motivating sports and entertainment staff

Managing Director, Sports & Entertainment, November 2020- July 2023

*FIS*

- Identify and build relationships with prospective buying organizations and market sectors to learn their needs, help FIS develop or refine our solution and sell those solutions in the market
  - Build an FIS market plan, minimally inclusive of:
    - Current and prospective FIS clients
    - Installed and prospective FIS solutions
    - FIS' value story
    - FIS' key competition
    - GTM strategies and actions
- Collaborate with the Business Development and Marketing teams to create market campaigns to drive lead generation
- Build and lead an FIS Market Steering Committee to evaluate, monitor and execute on FIS' presence in the Market, including but not limited to representatives from the following areas:
  - Line-of-Business, product sales, business development, marketing, product development, client services, account management, and legal.
- Participate in regularly scheduled pipeline reviews at various level to monitor and accelerate pipeline development and deal wins.

- Assist FIS sales executives (product or account managers) with deal strategy and execution for deals within the Market
- Identify and build partnerships with Channel Partners to create a network for “one-to-many” sales opportunities (i.e. D2RX)
- Coordinate with FIS’ Balance of Trade team and Account Management to leverage client spend at FIS to drive new opportunities in the market
- Serve as the market expert in the FIS organization, including but not limited to:
  - Finding opportunities to provide internal education on the market and FIS’
  - Training sales resources how to best sell FIS’ value into the market
  - Bringing market executives and experts into FIS to educate and influence our product build-out and market strategy (possibly a User Group)
  - Serve as FIS’ ambassador into the market, including but not limited to:
- Speaking or facilitating at industry tradeshow or conferences or Publishing FIS information or insights into trade periodicals, LinkedIn, etc.
- Serving on Industry boards

Director of Sales and Marketing, July 2013- 2020

*ASM Global-Worldwide Entertainment and Convention Venue Management (7 sports and entertainment venues in Jacksonville: VyStar Veterans Memorial Arena, TIAA Bank Field, Daily’s Place Amphitheater, Baseball Grounds of Jacksonville, Times Union Center for Performing Arts, Prime Osborn Convention Center, and the Ritz Theatre and Museum), Jacksonville, FL*

- Prepares and executes annual sales and marketing plan in support of sales goals (as part of overall strategic business plan)
- Secured first ever arena naming rights partner for arena- 15 years, \$9.76 million
- Guided sales and marketing strategy that resulted in annual arena attendance records in 3 of the past 4 years
- Increased annual sponsorship revenue from \$595,000 in 2013 to over \$1,000,000 currently
- Assist with event bids and new business opportunities across all venues
- Maintain relationships with key community and business stakeholders
- Oversee all event and concert media buys, based on local marketing plan developed and executed by marketing team
- Responsible for sponsor and vendor contract negotiations
- Responsible for producing activity and budget reports to the City of Jacksonville
- Directly supervises marketing and sales staff of 5

Executive Director, September 2012- June 2013

*Tulsa Sports Commission (A division of the Tulsa Regional Chamber & Visit Tulsa), Tulsa, Oklahoma*

- Oversee all activities of the organization to ensure alignment with strategic plan
- Collaborated on a groundbreaking capital campaign which generated \$3.2 million dollars over 3 years in private funding for Visit Tulsa and the Tulsa Sports Commission
- Contract review and execution (venue, hotel, and 3<sup>rd</sup> party)
- Prepare and manage annual/event budgets (\$1.2 million dollar budget)
- Maintain relationships with community stakeholders
- Engage and report activities to Board of Directors and Advisory Council
- Responsible for managing 5 person staff

- Served as Race Director for the Tulsa Run 15K
- Continued duties of Director of Sales

Director of Sales, June 2011-September 2012

*Tulsa Sports Commission (a division of the Tulsa Regional Chamber & Visit Tulsa),*  
Tulsa, Oklahoma

- Leveraged national relationships to increase number of event bids from 2 to 25 in first year
- Responsible for operations, marketing, budget management, and logistics for all events
- Developed comprehensive sponsorship packages tailored to specific events (sold over \$200,000 in sponsorships from 2011-2012)
- Successful event bids included: 2013 Bassmaster Classic, 2012 USA Gymnastics Trampoline and Tumbling National Qualifier, 2014 USA Volleyball High Performance Championships, 2014 NCAA Women's Golf Championships, 2013-2017 USATF Master's 15K Championships, 2013 Conference USA Basketball Championships
- Managed two full time staff and part time interns

Associate Executive Director, October 2004-June 2011

*Gainesville Sports Commission, Gainesville, Florida*

- Lead staff in all aspects of event management and sales efforts
- Event experience: Hosted 25-30 events annually, handling all event logistics, marketing and operations
- Responsible for annual membership campaign (\$25,000 annually to supplement \$300,000 budget)
- Responsible for grant writing to Florida Sports Foundation

### **Industry Involvement**

National Association of Sports Commissions (NASC), January 2005-July 2013

- Served on numerous NASC Annual Symposiums committees including, Meetings, Awards Nominating, and Professional Development Committees
- Served as a presenter at 4 NASC Annual Symposiums. Topics included "Starting an internship program", "Small to Mid-Market Sports Commission Roundtables", "Activating Sponsorships"

### **Community Involvement**

- Board President, Jacksonville Police Athletic League (Jax PAL), 2016-present
- Board Member, Visit Jacksonville, 2020-present

### **Awards and Accomplishments**

- Secured first ever naming rights partner for the Jacksonville Veterans Memorial Arena in 2019; new name is VyStar Veterans Memorial Arena- 15 years, \$9.76 million
- Leadership Jacksonville member (class of 2017)

- Jacksonville Jaguars MVP class of 2017
- 2016 Jacksonville Business Journal 40 Under 40 honoree
- Served as Tournament Manager for the NCAA Men's Basketball Championships 1<sup>st</sup> and 2<sup>nd</sup> Rounds in 2015 and 2019, at the VyStar Veterans Memorial Arena
- Secured first ever box office naming rights sponsorship for Veterans Memorial Arena
- Collaborated in developing a joint sponsorship package with BASS, which resulted in the first ever local presenting sponsor in the history of the Bassmaster Classic (\$500,000).

## **Education**

*Master of Science in Sports Management, May 2011*

University of Florida, Gainesville, Florida

*Bachelor of Science in Sports Management, May 2003*

University of Florida, Gainesville, Florida

United States Military Academy, West Point, NY 1998-1999