



NFL / New Orleans Saints

- Hired by NFL Commissioner's office to help efforts post Hurricane Katrina
- Assisted in all marketing, sponsorship, public relations, tickets, licensing and stadium efforts
- Helped generate over \$11,000,000 in sponsorships revenue
- Worked w/ tickets department to develop comprehensive sales strategy which led to first season ticket sellout in team history



NFL Alumni Association (NFLA)

- Hired by NFL Commissioner's office to oversee marketing & business arm of NFLA
- Repackaged all NFLA Super Bowl assets to create NFLA Super Bowl weekend platform which served as an activation vehicle for organization and its partners
- Primary event – NFL Alumni Player of the Year Awards Show
 - Formerly small / private hospitality event built program into national televised award show which was professionally produced, aired on NFL Network and shot in front of live audience
 - Hosted by Alec Baldwin and attended by current & former NFL Players, celebrities, NFL executives and general public
 - Pre and post show parties
- Other Super Bowl programs included Chalk Talks, Alumni Central Tailgate



Quest Diagnostics

- Evaluated, structured and spearheaded negotiations between New York Giants and Quest Diagnostics
- Executed naming rights for the Quest Diagnostics Training Center, location of NY Giants football operations and front office
- Oversee sponsorship activation and playing key role in Quest's Sports Diagnostics initiative
- Managing all talent marketing programs (appearances, endorsements, etc.)
- Intimately involved in development of national and regional sales growth strategy



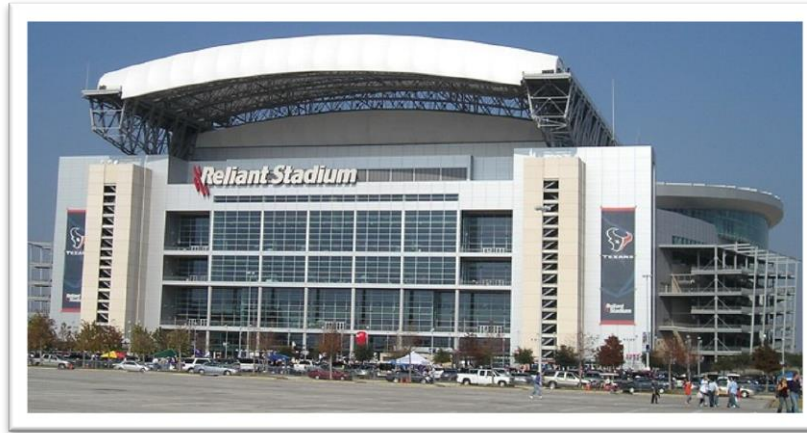
Comcast Center / University of Maryland

- Retained to sell naming rights for UMD's new field-house
- Capitalized on regional business – to – business opportunities
 - Wired cable services to entire campus
- Worked with University & State of Maryland
- Finalized agreement within six (6) month period
- Formed partnership & advised University on all marketing related elements pertaining to new venue



Edward Jones Dome / St. Louis Rams

- Retained for sponsorship sales/marketing consulting
- Negotiated termination w/ TWA enabling Rams to control naming rights
- Completed partnership within six (6) month period



Reliant Stadium / Houston Texans

- Provided consulting services, including research/analysis related to naming rights opportunity for new NFL team
- Helped Texans sell stadium/complex naming rights
 - Reliant Stadium & four (4) additional complex venues
- At time, largest naming rights agreement in sports history
- Successfully worked w/ multiple stake holder
 - Texans, Houston Sports Authority, Livestock Rodeo