

BRIAN THORNTON

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PROFESSIONAL EXPERIENCE

2010-2013 **Relativity Sports/Maximum Sports**

Vice President, Marketing

- Provide marketing and public relations representation to over 200 high-profile professional athlete clients
- Leverage and develop corporate, community and media relationships to achieve client objectives
- Serve as client advisor for marketing, sales, community relations, public relations and brand development
- Establish personal brands and brand strategies for high-profile athlete clients, fully integrate these brands across all internal and external marketing assets in order to meet and exceed client objectives
- Develop and activate creative custom sales packages/inventory to align with client and partner objectives
- Generate custom marketing programs, platforms and brand extensions for professional athlete clients
- Conceive and develop creative sales inventory based on prospective client objectives and goals
- Track and articulate effectiveness of corporate endorsements & partnerships and identify ways to improve
- Client acquisition and business development, including strategic planning and support materials
- Direct and sell endorsements, appearances, events, etc
- Develop and maintain company (and client) websites and social media
- Integrate all company and departmental objectives to insure unified vision and focus
- Manage and forge relationships with global, national and regional non-profit organizations for our clients

2006– 2010 **Ripken Baseball**, Baltimore, MD

Sr. Director of Marketing & Corporate Development

- Senior marketing officer reporting directly to COO, developing and activating all internal & partner marketing content for Cal Ripken, Jr., global amateur baseball programming and facilities, professional baseball teams, non-profit foundation, and memorabilia company)
- Manage all national and regional sales & marketing partnerships, program development & sponsorship activation
- Measured effectiveness of partnerships and provide guidance, ideation and strategy to increase ROI and ROO
- Managed relationship with Major League Baseball and other professional sports leagues and entities
- Oversaw partnership with Babe Ruth/Cal Ripken Youth Baseball League (over 1 million participants worldwide)
- Created and marketed youth-based programming for non-profit Foundation and for-profit business ventures
- Developed consumer and personal brands and marketing campaigns for athletes and businesses
- Established and manage Creative Services, Marketing, Research and Corporate Services departments
- Staff management including all full & part-time corporate marketing staff, individual business unit marketing staff, and contracted marketing/sales/pr agencies.
- Led all ticket sales, fan development and event marketing programs and campaigns
- Managed national & local media relationships
- Insured cross-entity communication and focus on global company interests

2003 – 2006 **Cleveland Cavaliers (NBA)**, Cleveland, OH

Director of Marketing

- Set NBA record for attendance increase by developing cohesive re-branding and ticket marketing strategies
- Needs assessment, program development, creation and activation of corporate and media partnerships
- Award winning strategic brand, marketing, and promotional campaign development
- Internal advocate for partner marketing efforts by measuring ROI/ROO and creating improvement strategies
- Managed full-time marketing and creative staff of 10-15, over 50 part-time, and all marketing agency relationships
- Initiated multiple research and analytics platforms resulting in actionable direction across the organization
- Helped take fan experience from last in NBA to a top three rating in every game entertainment category
- Recognized as NBA expert on Segmental Marketing (i.e. doubled African-American attendance from 12% to 25%)
- Increased revenue by an estimated \$ 1.5 million through fully integrated promotions and events
- Doubled promotional inventory without adding expenses by maximizing media & other partnerships
- Developed initial brand platform, logo and style guide for Quicken Loans Arena
- Increased database by 500% and implemented an effective application strategy
- Managed over \$1 million in in-house marketing inventory including broadcast, website, and other media

PROFESSIONAL EXPERIENCE (continued)

1999 – 2003 **Sacramento River Cats (Pacific Coast League)**, Sacramento, CA

Director of Marketing

- Oversaw initial marketing launch and budget of the highest revenue generating team in minor league sports
- Developed and managed highest single-season revenue generating brand/logo in minor league history
- Created and designed all advertising, branding, sales, and promotional materials
- Helped set two all-time PCL attendance records with award-winning marketing initiatives, campaigns & strategies
- Formed, activated and grew all corporate partnerships and media/broadcast relationships
- Managed award-winning Community Relations effort generating over \$750,000 in annual donations
- Managed all game entertainment including video, sound, and on-field entertainment
- Launched Hispanic marketing effort resulting in 150% growth in Hispanic attendance over two seasons
- Developed & managed award-winning website averaging 2 million+ views per year (minor league sports record)
- Devised all research initiatives and analytics, and increased database from 0 to 78,000 in first two seasons
- Managed full-time staff of 5-7 employees and part-time staff of over 25

1996-1998 **San Diego Chargers (NFL)**, San Diego, CA

Special Events & Ticket Marketing Manager

- Managed all Ticket Sales & Marketing efforts, including launch of new premium seating areas
- Personally responsible for over \$1 million in annual ticket sales revenue
- Created, sold and activated new corporate sales inventory within stadium premium seating and club areas
- Initiated and activated corporate, media, military and community based promotions
- Designed and produced all sales collateral & publications, including writing copy and feature articles
- Hired, trained and supervised sales staff

1995-1996 **Palm Springs Suns (WBL)**, Palm Springs, CA

Assistant General Manager

- Directed all day-to-day business operations including corporate & ticket sales, marketing, advertising, media & community relations, promotions, entertainment, events, and staffing

AWARDS & ACHIEVEMENTS

- *PACWEST COMMUNITY ENGAGEMENT AWARD (2015)* - for most impactful community involvement by an athletic dept.
- *AUTHORED* the book "The C.O.M.P.L.E.T.E. Player". Written for young athletes, the book outlines what it takes to be a successful player, teammate, and citizen both on and off the field. (2011)
- *AD-CHIEVEMENT AWARD (two-time winner 2004 & 2005)* - awarded for sports industry's top advertising campaigns
- *NBA BEST PRACTICE WINNER* – in 3 categories 1) multicultural marketing, 2) fan experience, 3) sponsor activation
- *"PROFILE OF SUCCESS"* – recognized as Sacramento business leader by Sacramento Bee, Sac Biz Journal
- *PRISM AWARD* - to nation's top minor league sports organization for marketing, community & customer service
- *SACRAMENTO HISPANIC CHAMBER COMMUNITY RESPONSIBILITY CORPORATION OF THE YEAR (2001)*
- *DOTTIE AWARD* - for top sports & entertainment website in Northern California
- *"AD IT UP" AWARD* - awarded by Team Marketing Report to nation's Top-10 sports ad campaigns
- *BANK OF AMERICA NATIONAL ART SCHOLARSHIP WINNER (1984)*
- *ACADEMIC DECATHLON - THIRD PLACE OVERALL, San Diego County (1984)*- national academic competition

SPEAKING & LECTURING

- Featured speaker at multiple sports industry conferences including **National Sports Forum, Baseball Winter Meetings, NBA League Meetings, Veeck Promotional Seminar**, and others
- Guest professor and educational speaker at several colleges, universities, high schools and management schools

STRENGTHS

- Extremely creative-- unique ideas, inspired vision, and innovative problem solving
- Needs-assessment and attention to detail
- Extensive relationships and contacts within business and sports communities
- Proactive "global" thinker
- People skills, internal and external relationship management & communication
- Multi-tasking, performing under pressure, sense of urgency
- Computer skills (Illustrator, Photoshop, Microsoft Office, etc.)

VOLUNTEER

- Coach elite travel baseball for over 15 seasons in California, Ohio, Maryland and Indiana.
- Helped develop and distribute instructional baseball curriculum for clinics, camps, tournaments and online instructional outlets; and teach baseball with Cal and Billy Ripken.
- Volunteer annually at Coats 4 Kids
- Sacramento Hispanic Chamber of Commerce Advisory Board