

Highly motivated, educated and creative individual with managerial and executive level experience in marketing, program development, project management, strategic partnerships, finance, event/promotion planning and execution as well as business development fields

EXPERIENCE

August 2001
To Present Synergy Consulting and Sports Marketing, Dallas, TX
Owner and President

- ✓ Consulted and worked on various levels with clients to build strong strategic partnerships and develop new and innovative advertising, marketing and sponsorship programs as well as to plan and execute related events and promotions
- ✓ Supported and worked with brand, design, development, marketing, event, promotion, production & internet management teams while providing on site consulting and analysis to executive groups
- ✓ Clients have included Topps Trading Card Company, FLW Outdoors, Castrol Oil (British Petroleum), X-Tools, Youth Sports Services, Adventure Team Outreach, Drug Prevention Resources as well as various professional anglers and regional businesses and individuals.

September 1998
To August 2001 Donruss/Playoff, Arlington, TX
Vice-President of Product Development

- ✓ Hired to head Product Development department including management autograph and memorabilia acquisition, licensing and brand management personnel as well as management and execution of profitability, public relations, marketing, licensing, autograph and memorabilia acquisition, planning and creative development for all new products and all 20 product lines under the Donruss, Playoff, Leaf and Score brand names
- ✓ Negotiated and presented proposals to Major League Baseball, Major League Baseball Players' Association, National Football League and National Football League Players' Association regarding licensing of new and existing products including new licensing agreements with both MLB & MLBPA in 2001 allowing Donruss/Playoff the opportunity to increase sports product sales from \$30 million to \$60 million
- ✓ Developed and implemented processes and procedures with core new company team for the building of products and the bringing together of various departments including sales, operations and marketing for optimized utilization of resources leading to more efficient workflow and better products
- ✓ Developed and executed creative concepts & ideas for new and existing products far above market competitors using market research and financial analysis resulting in the doubling of Donruss/Playoff's sports product sales each year including an overall increase over the 3 year term of over \$48 million
- ✓ Negotiated agreements & contracts that exceeded \$10 million total with over 500 professional athletes and their representatives for autograph signings and use in products, advertisements, packaging and promotions
- ✓ Developed and managed budgets for entire line of sports products ranging from \$500,000 to nearly \$2 million each and totaling over \$15 million to \$20 million annually
- ✓ Developed and executed 1998 Leaf Rookies and Stars Baseball which achieved secondary market values of up to +300% above cost and received Beckett Magazine's National Award for "Baseball Base Set of the Year"
- ✓ Developed and executed 1998 Playoff Contenders Football which included the industry's 1st autographed rookie card and received Beckett Magazine's National Award for "Football Insert of the Year"
- ✓ Developed and executed 1999 Leaf Certified Football which received Card Trade Magazine's National Award for "Best New Product of the Year"
- ✓ Developed and executed 1999 Donruss Elite Football Passing the Torch Barry Sanders/Walter Payton autographed card which received Beckett Magazine's National Award for "Football Insert Card of the Year"
- ✓ Developed and executed 2000 Donruss Elite Football Throwback Threads Joe Namath/Dan Marino autographed game-worn jersey card which received Beckett Magazine's National Award for "Football Insert Card of the Year"

January 1998
To August 1998 Pinnacle Brands, Inc., Dallas, TX
Brand Manager

- ✓ Promoted from Product Development Manager to manage and execute profitability, public relations, marketing and licensing as well as continued autograph and memorabilia acquisition, planning and creative development for all new Donruss products and 7 of the 10 product lines under the Donruss brand name
- ✓ Developed and executed public relations programs and promotion plans for key brands delivering national exposure in trade and consumer publications leading to increased awareness among non-users, including national cross-promotion with Cal Ripken Jr. and his autobiography The Only Way I Know
- ✓ Worked with Pinnacle Brands, Inc. sales force to roll-out and communicate new product plans to distributors, dealers, and field sales personnel

- ✓ Communicated key strategic ideas and brand identities to design team while working with team to identify core design elements and themes for each brand
- ✓ Worked with Operations and Production Engineers designing optimal form layouts leading to on average 50% lower fixed costs per form totaling over \$250,000 annually
- ✓ Developed and executed 1998 Donruss Elite Baseball, 1998 Donruss Collections Baseball and 1998 Leaf Rookies and Stars Baseball which all received the highest evaluation rating of 5 stars from Fair Value Price Guide Magazine
- ✓ Developed and executed 1998 Donruss Elite Baseball, 1998 Leaf Baseball and 1998 Leaf Fractal Materials Baseball which achieved secondary market values from +78% to +108% above cost due to strong consumer demand
- ✓ Developed and executed 1997-98 Donruss Elite Hockey "Back to the Future" autographed set which received Beckett Magazine's National Award for "Hockey Insert Set of the Year"

November 1996 Product Development Manager
 To December 1997

- ✓ Promoted from Hobby Customer Service Representative to manage and execute autograph and memorabilia acquisition as well as planning and creative development of all new Donruss products and all 10 product lines under the Donruss brand name
- ✓ Developed creative concepts & ideas for new products using market research and financial analysis to present to senior management and in turn gaining their concurrence and approval resulting in +11% market share growth for Donruss in 1997
- ✓ Worked with Major League Baseball, Major League Baseball Player's Association, National Football League, National Football League Player's Association, National Hockey League and National Hockey League Players' Association gaining approvals for new product concepts and marketing plans
- ✓ Negotiated contracts that exceeded 5 million dollars total with over 300 professional athletes and their agents for autograph signings, highlight agreements and use in advertisements, packaging, and promotions
- ✓ Managed budgets ranging from \$10,000 to \$2.5 million resulting in savings under budget of \$150,000 in 1997 while signing over 175 current and retired Major League baseball players to highlighting and autograph contracts
- ✓ Developed and executed 1997 Donruss Signature Series which received Beckett Magazine's National Award for "Baseball Insert Set of the Year"
- ✓ Developed and executed 1997 Leaf Baseball Frank Thomas Collection which included the industry's 1st game-worn/used bat, batting glove, sweatband, & hat cards

COMMUNITY

Joni and Friends International, Agoura Hills, CA

- ✓ DFW Board of Development
- ✓ Pro-Team/Wish Grant Program

Fielder Road Baptist Church Bass Club, Arlington, TX

- ✓ President – 2006
- ✓ Vice President – 2005

First Baptist Church, Hurst, TX

- ✓ Pastoral Advisory Board
- ✓ Sunday School Teacher/Director
- ✓ Deacon

AWARDS

- 2001 16th Annual Hawaii Trade Conference "Partners in Progress" Industry Leader Award
- 1990 National Wheelchair Tennis Association
 Division "Quad A" Final National Ranking: 3rd in USA
- 1988 Patricia Neal Award for Rehabilitation Excellence

EDUCATION

August 1991 Southern Methodist University School of Law, Dallas, TX
 To December 1995 Juris Doctor Degree

August 1986 Vanderbilt University, Nashville, TN
 To June 1990 Bachelor of Arts in Economics