

PAUL "DOUG" GODDARD
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BACKGROUND SUMMARY

Highly educated and motivated individual with successful executive level experience in fast paced competitive environments:

- Recognized for vision, creativity, and long range planning ability
- Awarded for ability and effectiveness in analyzing and resolving complex problems, building proactive teams, and executing programs from concept through implementation
- Adept at cultivating positive relationships and strategic alliances
- Successful in start-up and transitional situations
- Known for highly developed communications, negotiations, and organizational skills

SKILL SUMMARY

Strategic Planning & Partnership Development – Advertising, Marketing & Sponsorship Program Development – Product, Brand & Market Development – Program & Project Management – Event & Promotion Planning & Execution – Contract & Licensing Agreement Negotiations – Market Research & Competitive Analysis – Budget, Inventory & P/L Management

ACCOMPLISHMENT SUMMARY

Successfully negotiated autograph, highlight and spokesperson contracts with over 500 professional athletes totaling over \$15 million throughout career including Hank Aaron, Nolan Ryan, Barry Bonds, Sammy Sosa, Alex Rodriguez, Joe Montana, John Elway, Jerry Rice, Marshall Faulk and Emmitt Smith as well as an exclusive spokesperson agreement with Kurt Warner following his NFL, Pro Bowl and Super Bowl MVP season all strengthening company's market identity and raising consumer awareness of products ultimately helping sell through.

Developed the foundation for and negotiated new license agreement for company with Major League Baseball and Major League Baseball Players Association thru increased brand equity, personal relationships and strategic alliances and via presentations, meetings and discussions allowing the company to continue growth, doubling sales from \$30 million to \$60 million annually.

Turned around and grew company with only 4 product lines a year with gross sales of approximately \$12 million by creating and developing new products and concepts increasing product lines to over 10 and generating over \$24 million annually while managing budgets for entire line of sports products totaling over \$15 million per year.

Developed and executed public relations program cross promoting brand names and products with Cal Ripken Jr. and his autobiography "The Only Way I Know." Promotion gave company national exposure in trade and consumer publications leading to increased awareness outside traditional customer base.

Managed acquisition of \$3 Million in sports memorabilia annually utilized for product concepts and promotions including items of Babe Ruth, Lou Gehrig, Roberto Clemente, Cal Ripken Jr. Tony Gwynn, Randy Johnson, Chipper Jones, Todd Helton, Johnny Unitas, Walter Payton, Jim Brown, Dan Marino, Barry Sanders, Randy Moss, Michael Vick and Ricky Williams.

Coordinated with Operations and Production Engineers to design optimal form layouts for sports trading card products leading to 50% lower fixed costs per card form and totaling over \$250,000 annually across all brands.

Developed and implemented processes and procedures with core new company team for building of products and various departments including sales, marketing, and operations to effectively utilize resources improving quality and productivity.

Performed market research and competitive analysis to modify current releases and develop new products superior to industry competition resulting in over 11% market share growth for company's brands.

Introduced and developed Frank Thomas Collection in 1997 which included the industry's 1st game-worn/used bat, batting glove, sweatband, and hat cards which have continued to grow into one of top industry themes and revenue generators for past 8 years.

Restructured product content and revamped concepts to extend 1996 Leaf Signature Series' secondary market success by signing 30 top MLB star players to autograph contracts resulting in the product becoming the cornerstone brand of company's yearly line up and the brand being named by Beckett Magazines' as 4th most influential baseball card program of the century.

Created innovative concepts and product structures to take company's most successful product, Donruss Signature Series to next level by negotiating and signed over 125 professional major league baseball players to autograph contacts while completed program on time and \$150,000 under budget resulting in being awarded Beckett Magazines' National Award for "Baseball Insert Set of the Year".

Developed and executed 1998 Leaf Rookies and Stars Baseball which received the highest evaluation of 5 stars from Fair Value Price Guide Magazine and achieved secondary market values from 300% to 325% above costs as well as Beckett Magazines' National Award for "Baseball Base Set of the Year."

CURRENT FOCUS

Working on various levels with clients to build strong strategic partnerships and develop new and innovative advertising, marketing and sponsorship programs as well as planning and executing related events and promotions within Sports and Outdoor industries including working with brand, design, development, marketing, event, promotion, production & internet management teams and providing on site consulting and analysis with executive groups.

PROFESSIONAL EXPERIENCE

Owner and President, 2001 – Present
Synergy Consulting and Sports Marketing

Vice President of Product Development, 1998 – 2001
Donruss-Playoff

Brand Manager/Product Development Manager, 1996 – 1998
Pinnacle Brands, Inc.

EDUCATION

J D, Southern Methodist University School of Law, 1995

B A, Economics, Vanderbilt University, 1990

Professional References Provided Upon Establishment of Mutual Interest