



25 YEARS



- ◆ STRATEGY DEVELOPMENT
 - ◆ EVENT PLANNING
 - ◆ EVENT DEVELOPMENT
 - ◆ MARKETING PLANNING
- ◆ PROMOTIONAL PLANNING
 - ◆ SWOT ANALYSIS
 - ◆ DATA ANALYSIS
- ◆ PRICING STRATEGIES
- ◆ SPONSORSHIP SOLICITATION
 - ◆ VENDOR SOLICITATION
 - ◆ VENUE NEGOTIATIONS
- ◆ INDEPENDENT CONTRACTOR MANAGEMENT

- ◆ DEVELOPED AND EXECUTED STRATEGIES FOR AMATEUR & PROFESSIONAL SPORTS ORGANIZATIONS
 - ◆ SUCH AS
 - NIKE
 - REEBOK
 - NBA HOOP-IT-UP
 - PROFESSIONAL CORPORATIONS

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