

Russell B. Dean

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Dean Team, (01/2016 – Present)

Pearland, Texas

President

I founded Dean Team in 2016 to work with college and university athletic departments to integrate their external team to enhance customer service and increase revenue by developing team goals, utilizing resources and Integrating strategies.

Accomplishments:

- Working with Miami-Ohio to develop processes and strategies for the launch of their new ticketing system.
- Working with Division 1 institutions to evaluate their external sales plans and offer actionable recommendations to enhance their customer service and increase revenue.

IMG Learfield Ticket Solutions, IMG College (01/2012 – 12/2015)

Winston Salem, North Carolina

Director of Partnership Management

IMG Learfield Ticket Solutions is a private joint venture between the two largest college multimedia companies in the United States (IMG College and Learfield Sports). IMG Learfield partners with college athletic departments to privatize their outbound ticket sales, selling more tickets than all of its competitors combined as the leader in the space. As the Director of Partnership Management, I increased the partner schools more than 300%, which resulted in an increase in EBITDA of more than 500%.

Accomplishments:

- Created new relationships and extended present partnerships to grow partner schools by more than 300%. Partners include: NCAA, Arkansas, Auburn, Oklahoma, Florida, South Carolina, Colorado, NC State, Pittsburgh, Virginia Tech and West Virginia.
- Designed a comprehensive marketing and sales plan to better promote the IMG Learfield brand, and market it to prospective partners.
- Worked with all partner schools to create sales and marketing strategies and timelines to maximize ticket sales and donations.
- Created a Consulting and Call Center model to offer schools of all sizes a ticket sales solution.

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Rice Sports Properties, IMG College (12/2007 - 12/2011)

Houston, Texas

General Manager

IMG College is a Division of WME/IMG, the largest sports marketing firm in the world. Rice Sports Properties is the business unit that specifically handles the partnership between IMG College and Rice Athletics. As General Manager of Rice Sports Properties, I solicited and managed all corporate sponsorships, created the radio network and television coaches' shows, and managed all aspects of the business unit budget.

Accomplishments:

- Increased sponsorship revenue more than 100%.
- Prospected, developed and managed relationships with Houston businesses, including Coca-Cola, Champion Energy, The Methodist Hospital System, Waste Management and Silver Eagle Distributors.
- Developed and executed the first \$1 million sponsorship with The Methodist Hospital System.
- Moved the radio flagship station from a small AM to a powerful FM signal for maximum exposure.

Rice University, Athletics Department (07/2006 - 3/2010)

Houston, Texas

Associate Athletics Director - External Affairs

Rice University Athletics sponsors 16 varsity athletic teams representing more than 300 student-athletes. As Associate Athletics Director for External Affairs, I oversaw the Corporate Sponsorships and Multimedia rights, Marketing Office, Licensing Program, Ticket Office and Media Relations areas.

Accomplishments:

- Increased annual giving by overhauling the ticket priority system for football and men's basketball.
- Negotiated the pouring rights deal with Coca-Cola, and the multimedia partnership with Host Communications (now IMG College).
- Produced the first ever marketing Fan Guide to consolidate messaging for all external areas.
- Created better communication with the Alumni Association as the Athletics Department liaison.
- Collaborated with Rice student organizations and colleges to develop more student friendly activities around varsity athletic events.
- Supervised the cheerleader and mascot student groups to enhance the experience for both the spirit squad and the student body.
- Facilitated the rebranding of the Athletics logos to incorporate the Old English R in all sports.
- Served as a member of the host committee for the 2011 Men's Basketball Final Four.

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University of Arizona, Athletics Department (10/2003 - 07/2006)

Tucson, Arizona

Assistant Athletics Director - Sales and Ticketing

University of Arizona Athletics sponsors 20 varsity athletic teams representing almost 400 student-athletes. As Assistant Athletics Director for Sales and Ticketing, I led the corporate sponsorship program that sold more than \$4 million a year in sponsorships. I oversaw the Ticket Office operations and sales efforts that increased revenue each year through integrated outbound sales and marketing plans. I worked with donors of all levels to manage their ticket accounts and assign new tickets based upon their capital gifts.

Accomplishments:

- Hired and managed the first full time internal ticket sales staff, which has become a leader in the industry.
- Increased sponsorship revenue by 20% each year.
- Worked with student leaders to create a better student section in men's basketball that led to more access for Arizona students and increased revenue for the department through better donor seats and additional inventory for the general public.
- Upgraded the ticket materials and timelines for better transparency to donors and fans.
- Appointed to the board of Good Morning Tucson of the Tucson Chamber of Commerce to host monthly breakfast events to maximize business relationships throughout Pima County.

Tulane University, Athletics Department (05/1999 - 09/2003)

New Orleans, Louisiana

Assistant Athletics Director

Tulane University Athletics sponsors 16 varsity athletic teams representing almost 300 student-athletes. As Assistant Athletics Director for Corporate Sponsorship and Marketing, I led the corporate sponsorship program and oversaw the marketing and operations areas. I worked closely with all head coaches to market their programs to the Tulane and New Orleans communities.

Accomplishments:

- Worked closely with campus Auxiliary Services to negotiate business partnerships that included the university and athletics department. These included a new pouring rights agreement for the entire school and new telecommunications partnerships.
- Managed the relationship with the City of New Orleans that led to the first home football game being played in an outdoor venue, enhancing the fan experience.
- Cultivated relationships with New Orleans businesses of all sizes to promote the Tulane brand and its student-athletes.
- Served as Tournament Director for the 2003 Conference USA Baseball Tournament.
- Served on the Host Committee for the 2004 Women's Basketball Final Four.

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University of Houston, Athletics Department (07/1996 - 05/1999)

Houston, Texas

Assistant Director of Marketing

University of Houston Athletics sponsors 16 varsity athletic teams representing almost 300 student-athletes. As Assistant Director for Marketing, I assisted with the corporate sponsorship program, oversaw the licensing program for the entire UH System, created and managed the game day experience for all ticketed sports, and assisted with the ticketing strategy.

Accomplishments:

- Sold \$1 million in corporate sponsorships in one year for the first time in history.
- Oversaw the game management of all football games as we moved from the Houston Astrodome to campus.
- Collaborated with top former student-athletes, including Fred Couples, Carl Lewis, Clyde Drexler, Jim Nance and Hakeem Olajuwon on the "I See Red" marketing campaign.
- Managed and executed the jersey retirement ceremonies for Hakeem Olajuwon, Clyde Drexler and Otis Birdsong, as well as the retirement event for Carl Lewis.
- Assisted with the 1999 NCAA Baseball Regional.

University of Arizona, Athletics Department (07/1995 - 07/1996)

Tucson, Arizona

Marketing Intern

University of Arizona Athletics sponsors 20 varsity athletic teams representing almost 400 student-athletes. As Marketing Intern, I assisted with the corporate sponsorship program and worked with football, women's basketball and baseball to create their marketing and ticketing strategy, and game day experience.

University of Connecticut, Athletics Department (07/1993 - 07/1995)

Storrs, Connecticut

Marketing Graduate Assistant

University of Connecticut Athletics sponsors 22 varsity athletic teams representing almost 400 student-athletes. As Marketing Graduate Assistant, I assisted with the corporate sponsorship program and worked with football, women's basketball, baseball and women's soccer to create their marketing and ticketing strategy, and game day experience. I also oversaw the marketing for the 1995 NCAA Women's Basketball Regional and First and Second Rounds.

Education

Master of Arts, Sport Management, University of Connecticut (1996)

Bachelor of Arts, University of Connecticut (1992)