

Shannon M. Burley

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SUMMARY OF QUALIFICATIONS

Results driven executive with 19 years of experience in business development and marketing with an emphasis on team building, leadership, operating efficiency, strategic planning, customer relations, communications and community building through the celebration of diversity, health & wellness and child welfare.

- 21 Years building collaborative partnerships with youth serving non-profits
- 18 Years management experience in communications, marketing, advertising & promotions
- 14 Years Executive Leadership
- 12 Years Sports Marketing & Revenue Generation (Div. I College & WNBA)
- 8 Years Women's Professional Sports (WNBA)
- 7 Years Corporate Marketing, Communications, Advertising & Sports Sponsorships
- 5 Years Television Executive Director

CORE COMPETENCIES

Leadership & Vision
Marketing & Public Relations
Marketing Automation

Customer Retention & Escalation
Organizational Planning & Strategy
Partnership Development

Revenue Generation
P&L Management
Event Production

PROFESSIONAL EXPERIENCE

S BURLEY CONSULTING, LLC, Edmonds, WA – Business consultant with focus on strategic planning, organizational efficiencies, marketing and communications. Clients include Diana | SportsTV, Atavus Rugby & Football, Seattle SeaWolves and the Edmonds Chamber of Commerce.

President

10/2017 - present

SEATTLE STORM, Seattle, WA –Executive member of one of the WNBA's premier independently owned franchises. Focused on the impact women's professional sports can have on a community while achieving long term financial stability. **Increased revenue by 70%** while **decreasing advertising and promotional spending by 69%** in 8 seasons.

Sr. Vice President, Marketing & Business Operations

1/2014 – 10/2017

Implemented systems to ensure the marketing team operated efficient and effective sales support campaigns. Developed benchmarks organizational action plans ensuring engagement efforts had a direct impact on revenue. Leveraged organizational strengths to grow the enterprise via special projects such as Pac-12 Tournament, WNBA All-Star game and lease extensions.

Revenue Generation & Fiscal Responsibility

- **24% growth in revenue** with a **38% decrease in advertising & promotional spending** (2014 – 2017)
- Researched and managed integration of a state of the art CRM and Marketing Automation solution, resulting in a **32% return on investment** and **60% increase in database size** in the first year
- Secured the **largest marquee partnership in WNBA history**, a comprehensive multi-year program rooted in value alignment and community impact as well as international exposure
- Set record for most attended regular season game August 2017

Audience Cultivation

- Negotiated television rights deals and served as the executive producer for all telecasts to include broadcasts on ESPN 3, NBA TV, Q13 Fox, JoeTV and Kong annual **viewership numbers increased by 72%** (2013-2017)
- Supervised public relations team averaging **20 billion impressions** annually
- Supervised marketing team which **doubled social media followers** from 2014-2017 boasting the highest engagement score amongst all professional sports in the City of Seattle

Executive Leadership

- Developed and implemented organization-wide strategic and operational planning process
- Lead executive for the Pac-12 Conference Women's Basketball Championship Tournament 2013-2017
- Served as Executive Director of the Verizon WNBA All-Star Weekend, July 2017
- Negotiated a 10-year lease extension with the City of Seattle; supervised relationship with Seattle Center and KeyArena

Mission Based Philanthropy

- Ensured the organization operated in a *mission first* fashion with the fundamental objective being to amplify equality, diversity, inclusion and youth health & wellness
- Developed the **Storm Cares platform** as a strategic way to integrate revenue and community efforts
- **Averaged \$450,000 in community impact gifting** through auctions, event partnerships, volunteerism, fundraising support and ticket donations
- Instituted partnership with the King County Libraries ensuring **10,000+ youth were able to attend Storm games**

Vice President, Marketing and Communication

9/2010 – 1/2014

Focused on organizational synergy, revenue growth and audience development while actively participating in the growth of Force 10 Sports Management and the Seattle Storm Foundation.

Revenue Generation & Fiscal Responsibility

- **58% growth in revenue** (2009 – 2013)
- Secured franchise first marquee partnership, largest jersey deal in the WNBA at the time
- **28% decrease in Marketing & Advertising spending** (2009 – 2013)
- Managed ticket sales and service business for 6 months in absence of a Director (2013)
- Enhanced consumer data capture, direct marketing and segmentation efforts to drive ticket sales
- Mentor and actively participate in sponsorship prospecting, proposal development, pitch and fulfillment

Audience Development

- Leveraged all channels to increase market share and support revenue growth with direct supervision over broadcast, public relations, community relations, merchandise operations, game operations, entertainment, marketing, advertising, social media, content development, website, research, and database
- **Oversaw a 300% increase in database size**
- Negotiated TV rights and served as television producer and technical advisor resulting in **60% decrease in operating expenses** and **325% increase in local telecasts**
- Enhance strategic sampling and social responsibility efforts in support of overall business objectives

Leadership

- Reinforce and enforce a culture of customer centricity
- Focus on employee career development, retention and succession planning
- Manage a data driven decision making process which ensures fiscal responsibility
- Active participant in all senior level hiring, organizational policy development and business planning
- Manage external relationships with Seattle Center and KeyArena
- Supervise Pac-12 Women's Basketball Tournament partnership (2013 – 14)

Marketing Director

3/2010 – 9/2010

Focused on cross departmental synergy and single game ticket revenue growth. Capitalized on championship season and an enhanced advertising and promotional plan to drive a **17% increase in single ticket revenue in 2010**. Oversaw brand, marketing, advertising, promotions, game operations and championship celebration.

BENSUSSEN DEUTCH & ASSOCIATES (BDA), Woodinville, WA – Member of a dynamic team of marketing professionals for the worlds leading merchandise agency. Instrumental in generating an additional **\$25 Million in annual sales**.

Senior Marketing Manager

5/2009 – 1/2010

Development of marketing strategy, domestic and international sales strategies, .com and channel marketing support, web development, public relations and supervision of the launch of 125 products into the marketplace. Reported directly to the Executive Vice President of Marketing, former Sonics VP of Marketing Rob Martin.

G.I. JOE'S DBA: JOE'S SPORTS & OUTDOOR, Portland, OR – For 8 years I grew alongside this company, helping build it from **\$150 to \$300 million in annual sales** boasting a 53% market share in the Pacific Northwest.

Sports Marketing and Community Relations Director

1/2009 – 4/2009

Continue to manage entire marketing and advertising budget, negotiate all contracts, maintain all relationships and oversee all media buying. Report directly to new CMO and new CEO. Relocated to the Puget Sound on special assignment to grow the business through sports and community relations.

- Evaluate, restructure and maximize all existing sponsorships while exploring potential future opportunities
- Integrate Joe's as a community member at the highest levels, new member of the Seattle Sports Commission.
- Initiation of companywide CRM program

Corporate Communications Director

8/2006 – 1/2009

Continued to direct and manage the advertising department, external advertising agencies and internal communications department with an increased emphasis on special projects. Reported direct to the CEO and managed a \$14.8 Million annual marketing budget.

- Re-branded/re-named the company which included a full media launch, extensive market research, new style guides, website re-development and in-store execution
- Executed rapid print media growth with an increase of 300% in reach and 100% in frequency. Resulting in same store double digit sales increases and relationships with 100+ newspapers
- Pioneered a customer centric in-store signage program
- Organized internal communications division enhancing communication through-out the company

Advertising and Marketing Director

11/2003 – 8/2006

Directed and managed the advertising department, external advertising agencies and internal communications department. Reported to the VP of Merchandising and managed a \$12 Million annual marketing budget. Developed and executed an integrated, multi-channel marketing and advertising plan increasing store traffic and same store sales while maximizing each spend.

- Developed and implemented a company wide advertising process, resulting in a measurable decrease in expenses
- Generated zero tolerance for error in advertising policy, while adhering to co-op guidelines and commitments
- Executed all print media buying, contract negotiation and fulfillment
- Supervised all creative across multiple media channels
- Analyzed retail reports and tailored local marketing programs accordingly
- Maximized multiple sponsorships generating measurable increases in store traffic and average purchase

Promotions Manager

9/2002 – 11/2003

Responsible for event management, contract negotiation, partnership building, brand awareness and traffic driving through multiple promotional efforts. Reported to the Advertising Director and managed a \$750,000 annual event budget.

- Developed, negotiated and maximized multiple partnerships including but not limited to: Seattle Seahawks, Portland Trailblazers, Seattle Mariners, Fox Sports Northwest, Washington State University, Special Olympics, Regional Boys and Girls Clubs and more
- Created unique co-advertising promotions designed to enhance both the G.I. Joe's brand and also the brand of the vendor partner

PORTLAND STATE UNIVERSITY, ATHLETICS, Portland, OR***Assistant Athletic Director - Marketing/Promotions***

5/2001 – 9/2002

Developed and managed the Portland State Athletic Brand. Responsible for increasing paid attendance and sponsorship revenue as well as enhancing each game day experience. Reported to the Associate Athletic Director of External affairs.

- Supervised marketing plans for all 17 Division I Intercollegiate sports
- Developed and implemented strategic marketing plans and controlled all media buys
- Supervised all creative, print, television, radio, outdoor and in-game
- Served on multiple search committees
- Pioneered and supervised a student marketing/promotions internship program
- Direct supervision of the Vanport Invitational, resulting in record breaking attendance and community support

Community Relations Director

5/1999 – 5/2001

Created programs which enhanced our student athletes' collegiate experience off the field by integrating them into the community, while developing relationships with community partners and establishing role models for underserved youth through out the city.

- Launched a ticket grant program allowing 15,000+ children to experience a college athletic contest, working with over 300 community organizations
- Initiated and supervised multiple student-athlete speaking engagements and community service projects

NIKE, Portland, OR

1/1997 – 5/1999

National Training Associate and PSU Campus Representative, NIKE P.L.A.Y. CORPS

One of ten coaches nation-wide selected to participate in intense training and travel through-out the country training new P.L.A.Y. CORPS college students how to become successful youth coaches and mentors. In addition, recruited prospective student-coaches at Portland State University helping them to secure scholarships and premier training.

- Completed NIKE/Amateur Athletic Foundation training in public speaking and group facilitation
- Established a 2-credit class at Portland State for college students who give back through coaching
- Delivered multiple university classroom presentations and organized several community service projects

VOLUNTEERISM

Klahaya Swim & Tennis Club – Board of Directors, Communications / Volunteer Coordinator

Sno-King Youth Club – volunteer soccer coach U6 & U 7 boys

Edmonds School District - Sherwood Elementary PSO & classroom volunteer

EDUCATION

PORTLAND STATE UNIVERSITY, Portland, OR

Bachelors of Science: Communication Studies; Dean's List. Focus in Public Speaking

Division I Women's Soccer Player: "Rookie of the Year" 1995, All Time Freshman Leading Scorer 1995-2003

REFERENCES

Karen Bryant

CEO

Atavus Football & Rugby

Supervisor: 2010-2014

Gail DeGiulio

CRO

Global Partnerships

Colleague: 2009-20011

Danette Leighton

CMO

Pac-12 Conference

Partnership: 2013-2017

Megan McNally

Founder, CEO

Diana | SportsTV

Partnership: 2017-18

Alisha Valavanis

President & GM

Seattle Storm

Supervisor: 2015-2017

Norm Daniels

Former President and CEO

Joe's Sports and Outdoor

Supervisor: 2002-2009