

SCOTT A. SPROAT

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EMPLOYMENT HISTORY

■ Fort Wayne Komets (ECHL – North America’s Premier AA Hockey)

JAN, 2001 – Present Executive V.P./Co-Owner (Sales, Marketing, and Operations)

Serve as ownership board member and senior management executive of the ECHL Member Club located in Fort Wayne, IN. Oversee one of North American minor league sports’ most storied and successful franchises in all areas relating to the non-hockey components of the business. Manage branding, sales, marketing, customer service, event presentation, communications, community relations, business development, and profit/loss analysis. Direct a full-time staff of twelve and a part-time event staff of more than forty to rank the Komets among the leaders in all of minor league sports in attendance, corporate partnership, and total revenues.

■ University of Saint Francis; Fort Wayne, IN

JAN, 2001 – Present Adjunct Faculty – Sports Marketing/Administration and Facility Management

Teach Junior and Senior level college courses in sports administration, sports marketing, and facility management. Supervise an internship program that places students for full semester positions with the Komets’ promotional, operational, and marketing staffs.

■ Continental Basketball Association

MAY, 2000 – JAN, 2001

CBA East Region Vice President

Chief Executive Officer, Fort Wayne FURY (consecutive positions)

In addition to continuing as CEO of the Fort Wayne Fury, also simultaneously performed various leadership roles within the league office in regard to reporting, operation, and communications between other CBA senior team executives. Put best practices in place modeled after the operations of the Fort Wayne Fury. Supervised four CBA franchises at various stages of their life-cycles in operating markets Fort Wayne(IN), Hartford(CT), Gary(IN), and Allentown(PA).

■ Fort Wayne (IN) Fury (Continental Basketball Association)

1996 - 2000

Executive VP Business Operations/Chief Operating Officer

Directed all aspects of daily operations of the CBA’s Fort Wayne franchise. Consistently placed the Fury among the top-performing CBA teams. Directed all long-term planning, budgeting, and analysis for ownership. Managed a staff of 10 full-time employees year-round consisting of departments in sales, marketing, public relations, media relations, finance, basketball operations, client services, ticket operations, merchandising, broadcasting, corporate partnerships, and promotions. Acted as chief liaison to the CBA Office on all business-related topics. Designed and developed all products and services in the sales, promotional, merchandising, marketing, affinity, on-line, and broadcast categories. Managed more than forty part-time employees at events during the season. Helped lead the Fury to finish first or second in the league in attendance in eight of the nine full seasons of franchise history.

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EMPLOYMENT HISTORY (cont.)

■ FORT WAYNE (IN) FURY (Continental Basketball Association)

1995 - 1996 **V.P. of Sales, Marketing, & Operations**

Increased attendance by fifty-percent in my first full season at the officer level after helping to restructure the ownership group and keep the franchise located in the Fort Wayne market. Re-established the Fury as one of the CBA's premier operations.

1994 - 1995 **Assistant General manager**

1994 - 1995 **Executive Director of the 1994 CBA All-Star Festival**

Served as the executive director of the most successful All-Star Game in league history. Extended the property to a multi-day event complete with a Stay-in-School Jam, Skills/Events Night, and V.I.P. Luncheon for the first time in league history. Set event standards for sales and revenues.

1993 -1994 **Director of Sales & Marketing**

1992 - 1993 **Director of Promotions/Public & Media Relations**

1991 - 1992 **Director of Promotions/Game Operations**

1990 - 1991 **Administrative Assistant/Account Executive**

1990 **Intern**

EDUCATION

Manchester College **North Manchester, IN**

May, 1991 **Bachelor of Arts**

Major: Communications

Emphasis: PR & Broadcasting

Minor: Business Administration

Emphasis: Marketing

Graduated with an Honors Diploma and With Distinction with a GPA of 3.869 (4.0 scale)
 Manchester College Dean's List and National Dean's List Member (Four-time member of each list)
 Chairman of the Student Judicial Board (served four-year term)
 Chairman of the Alumni Relations Board (served two-year term)
 Chairman of the Alumni Fund-Raising Committee (served two-year term)
 Manchester Student Leadership and Presidential Scholar Awards (Four-time recipient of both)

REFERENCES AVAILABLE UPON REQUEST