



# Brock Jessel

SPORTS BROADCAST CREATIVE

## PROFILE

Creative and innovative sports professional with over 20 years of sports broadcast, technical operations management, post-production and game presentation experience. Award winning executive producer and video production specialist with a career working in MLS, MLB, NFL, NBA, NWSL, Collegiate Sports and International Soccer.

## CONTACT



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## EDUCATION

**Sam Houston State University**  
*Bachelor of Fine Arts in Radio & Television*

## SKILLS

*Live Broadcast Production, Broadcast Operations, Venue Management, Video Editing, Live Streaming, Podcasting, Motion Graphic Design*

*Microsoft Office Suite; Adobe Creative Suite CC, Trello, Fork, Ross Acuity, Ross Vision, Ross Carbonite, Ross Xpression, Grass Valley Kayenne, Evertz Dream Catcher, Daktronics Live Clips, Dak Show Controller, Wirecast, Pro Presenter, and Click Effects.*

## EXPERIENCE

### PRODUCTION MANAGER

*AT&T SportsNet / Space City Home Network | Apr. 2023 - Present*

- Manage Broadcast Operations for all Houston Astros and Houston Rockets television game broadcasts and studio shows.
- Develop & Facilitate Home and Cloud Control remote broadcasts operations plans
- Oversee Broadcast operations budget
- Edit and distribute production books for hundreds of sports broadcasts
- Manage Studio and TV Production staffing

Responsible For:

- Coordinating Video Mobile Units, staffing plans, production equipment orders, and booking video/data fiber transmissions
- Selecting Creative Services vendor for 2023 Space City Home Network broadcast package re-brand, animation, and insert package management

### SR. DIRECTOR OF BROADCAST & ENTERTAINMENT

*Houston Dynamo FC | Jan. 2012 – Oct. 2022*

- Executive Producer of Houston Dynamo FC, Houston Dash, & TSU Football Television, Radio and Streaming Broadcasts in English and Spanish
- Negotiation and execution of TV & Radio Broadcast partnerships
- Executive Producer of in-stadium game presentation fan experience
- Development & ideation of features and multi-platform content
- Manage all broadcast and control room technical operations
- Manage 100+ Broadcast and Game Presentation Staff

Responsible for:

- Opening PNC Stadium in 2012 and establishing broadcast and technical operations and system workflows
- Architect of all Daktronics Video board, LED display, Distributed Sound, and control room renovations
- 2021 Dynamo FC rebrand – TV Broadcast Package and in-stadium show

### DIRECTOR OF BALLPARK ENTERTAINMENT

*Houston Astros Baseball Club | Mar. 2001-Jan. 2012*

- Produce Game Presentation Fan Experience
- Manage 50+ Game day employees
- Video Editor and Motion Graphics Artist
- Plan & Activate Sponsor Promotions
- Creative Content & Social Media Producer

Responsible For:

- Designing and executing In-game promotions
- Planning 2011 HD Daktronics Video Boards, LED displays, & Control Room Renovations at Minute Maid Park

## ORGANIZATIONS

### IDEA (Information Display & Entertainment Association)

IDEA 2<sup>nd</sup> Vice President  
July 2013 – August 2014

GMA Awards Chairman  
June 2010 - November 2020

## VOLUNTEERING

### Head Soccer Coach



Katy Youth Soccer Club - KYSC  
January 2010 – March 2020

### Assistant Cub Master



Cub Scout Pack 1182 – Katy, TX  
August 2012 – January 2018

### Assistant Scout Master



Boy Scout Troop 1103 – Katy, TX  
January 2017 – August 2023

## DIRECTOR | TECHNICAL DIRECTOR

*Houston Texans Football Club | Aug. 2008 - Present*

- Director/Technical Director for in-stadium game presentation
- Program all production switcher elements, effects, macros, and replay wipes
- Execute all features, live game action, replays, sponsorship activations, presentations, and official reviews for fan experience
- 2008-2009 Grass Valley Kalypso Switcher
- 2009-Present Grass Valley Kayenne Switcher

## DIRECTOR | TECHNICAL DIRECTOR

*Houston Rockets Basketball Club | Sept. 2003 - Present*

- Director/Technical Director for in-arena game presentation
- Facilitate production switcher elements, effects, custom controls, and replay wipes
- Execute all features, live game action, replays, sponsorship activations, presentations, and official reviews for fan experience
- 2003-2012 Grass Valley Zodiac Switcher
- 2013-Present Ross Vision Switcher

## GAME PRESENTATION PRODUCER

*XFL Houston Roughnecks at TDECU Stadium | Spring 2023*

- Produce Game Presentation Fan Experience
- Manage TDECU Stadium game day productions staff
- Coordination, integration, and execution of all XFL elements including videos, graphics, sales elements, features and music.

## MARQUEE EVENTS

### PRODUCER | DIRECTOR | TECHNICAL DIRECTOR

2023 NCAA Men's Final Four	2023 NWSL Challenge Cup
2022 Copa De Lone Star	2013-2021 CONCACAF Gold Cup
2018 US Open Cup Championship	2017 Super Bowl LI
2016 NWSL Championship	2016 NCAA College Cup
2013 NBA All-Star Game	2011 NCAA Men's Final Four
2005 World Series	2004 MLB All-Star Game

## AWARDS

- 2017 J.D. Powers & Associates Award: Best Fan Experience – Houston Dynamo
- 2014 & 2016 Golden Matrix for Best Show in MLS – Houston Dynamo
- 2006, 2007, 2008, 2009, 2010 Golden Matrix for Best Show in MLB – Houston Astros
- 2007 Silver and Bronze Telly Award Winner for Non-Profit Commercial

## REFERENCES

### • Jon Schuller

*Vice President of Marketing | Houston Sports Authority*  
(c) 713-447-9323 [jschuller@houstonports.org](mailto:jschuller@houstonports.org)

### • Kirby Kander

*Senior Director of Live Event Productions | Florida State University*  
(c) 832-723-6428 [KirbyKaner@cci.fsu.edu](mailto:KirbyKaner@cci.fsu.edu)

### • Doug Hall

*General Manager | Toyota Center for the Houston Rockets*  
(c) 281-410-3628 [dough@rocketball.com](mailto:dough@rocketball.com)

### • Glenn Davis

*MLS Soccer Play By Play Announcer | Radio Host of Soccer Matters*  
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