

Alex Rodrigo is a senior executive with more than 35 years of leadership across sports, live entertainment, hospitality, real estate development, operations, and large-scale capital projects. Over the past 13 years in professional sports, he has held leadership roles focused on developing team cultures, influencing organizational performance, and working to achieve consistent results for ownership groups, partners, and stakeholders. Recognized for his authentic leadership and operational excellence, he drives results, elevates performance, and creates organizational value.

Prior Role 2018-2025

Senior Vice President of the Sacramento Kings (NBA) and General Manager of Golden 1 Center, overseeing operations and strategic initiatives across a broad portfolio: Golden 1 Center, Kimpton Sawyer Hotel, DOCO, Sutter Health Park, Adventist Health Arena, and Natomas Innovation Park. During his tenure, the Kings were named NBA Team of the Year (2023-24) and received the NBA Innovation Award (2023-24), while Golden 1 Center was recognized as ESPN's #1 NBA Arena in the World (2024-25) and continues to rank among the top 10 arenas globally for ticket sales. Rodrigo has delivered record-setting achievements and new revenue milestones across the portfolio, strengthening enterprise value and establishing scalable, repeatable success.

Career Highlights

- NBA, NHL, MLB – Senior executive leadership with the Sacramento Kings, St. Louis Blues, and partnerships with the St. Louis Cardinals, San Francisco Giants, and Oakland A's
- Ballpark Village – An executive with The Cordish Companies, Rodrigo partnered with the St. Louis Cardinals to spearhead the first phase of Ballpark Village, a transformative, billion-dollar investment that set a new standard for dynamic sports-anchored entertainment districts
- Enterprise Center & Peabody Opera House – Directed a \$160M renovation of a cornerstone NHL venue while helping drive City of St. Louis and State of Missouri legislative efforts, including passage of Missouri's HB 677, a state funding bill, to secure critical public investment
- Colliers International Las Vegas – Co-founded the Mixed-Use Hotel Resorts Division, completing \$2B+ in transactions, including representing MGM Mirage in its \$576M acquisition of 33.5 acres on the Strip, the largest land deal at the time
- Bellagio Resort & Casino – Served on the Food & Beverage opening team of the \$1.6B Bellagio, Las Vegas' first AAA Five Diamond resort, establishing a global benchmark for luxury operations and guest experience
- Partnerships with NCAA, SEC, Live Nation, AEG, and global promoters delivering championship events and live entertainment

Military Foundation

8-year U.S. Air Force veteran in special operations Explosive Ordnance Disposal (EOD); NAVSCOLEOD graduate and Secret Service credentialed, with global experience executing high-stakes missions across advanced weapons systems, presidential support, and inter-agency security operations. His service included real-world operations in counter-threat and conflict environments worldwide, shaping a leadership style defined by resilience, discipline, and operational expertise, with the ability to make decisive judgments and inspire confidence in the most critical moments.

Board & Industry Leadership

- Recognized as a Top 25 Latino Change Maker
- Board of Directors, *Visit Sacramento* – the Sacramento Convention & Visitors Bureau
- Board President Sacramento Hispanic Chamber of Commerce
- Member Washington University STL Sports & Entertainment Business Advisory Council
- Featured speaker, moderator, and panelist with UC Davis, Washington University Olin School of Business, VenuesNow, and Pollstar—covering venue management, operations, hospitality, and leadership
- Leadership role in the Kings organization's recognition as NBA Team of the Year (2023/24), NBA Innovation Award (2023/24) and ESPN's #1 NBA arena in the World (2024/25)

Value to Ownership Groups & Boards

With over 35 years of leadership across sports, hospitality, operations, and large-scale real estate development, including 13 years in professional sports. He has a proven record of decisive leadership and operational excellence, consistently delivering measurable performance gains, advancing enterprise growth, and creating enduring value that positions organizations for long-term success.