# **Aileen McManamon**

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**Strategic Brand Management … International Sports Marketing Expertise**

New Business Development … Integrated Marketing Strategy … Relationship Management

New Asset Creation … 360° Project Management

International brand management with Fortune 500 brands**,** Professional Baseball**,** Olympic and World Cup events in sponsor, property and agency capacity.

**Masters in International Business** and **B.A. in Economics** complement the following:

1. Keen Understanding of Brand Equity, Leveraged Marketing Strategies and Sponsorship Value
2. Creative and Pragmatic Marketing Strategist
3. Proven Project Management Skills: Development, Implementation, Communications, and Reporting
4. Effective Communicator - Verbal and Written
5. Personnel and Budget Management Expertise
6. Extensive, Active Professional Network
7. Self-Starter with Solid Work Ethic and Commitment to Team Goals

**PROFESSIONAL EXPERIENCE** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5T Sports Group,** Vancouver BC/Chicago, IL

Sports Management & Marketing Agency

**FOUNDER, SENIOR PARTNER 2005-present**

* Developed, delivered ‘Business Engagement Program’ for 2015 FIFA Women’s World Cup, 2015 Canada Games
* Co-developed digital business plan for Whitecaps FC (MLS) Foundation
* Designed, sold & managed $150K+ sponsorship program for National Little League Championship
* Designed and created valuation for Canadian Ski Cross national team
* Conceived, planned and executed four corporate promotional events in Italy at the 2006 Winter Olympic Games
* Advised corporate clients and elite national team athletes on sponsorship management

**Vancouver Canadians Professional Baseball Club,** Vancouver, BC

Minor League Affiliate of the Oakland A’s

**PRESIDENT & CHIEF OPERATING OFFICER 2007**

* Developed business plan & marketing strategies in support of club purchase by new owners
* Increased partner revenues by 80% over previous year
* Expanded partnership category portfolio and assets, increasing inventory by 50%
* Sourced & negotiated key vendor contracts, overhauled supplier qualification process
* Responsible for the development and delivery of guest experiences and all facility operations
* Direct reports included VP Guest Experience, VP of Ballpark Operations, Director of Food & Beverage and Director of Ticket Sales

**The Canadian Institute for Market Intelligence**, Vancouver, BC

Strategic Management Consultancy

**EXECUTIVE DIRECTOR 2001-2005**

**SENIOR BUSINESS ANALYST 1999-2001**

* Managed team of 12 senior analysts & staff in delivering industry, market and business model analysis of biotechnology, clean technology, information technology, mobile technology, digital media sectors
* Led international technology partnerships program with 6 Asian nations for Canadian government
* Guided business and partnering strategy for early-stage technology companies
* Gathered market intelligence, analysis and provided strategic insight for client base

**The Hess Group**, Evanston, IL and Del Mar, CA

International Business Development Firm

**PRESIDENT 1993-1998**

* Consulted numerous clients on product launch, international operations, distribution channel development and marketing program implementation in the U.S. and Europe
* Client base included Fortune 500 firms in media, telecommunications and other technology companies

**FIAT Automobil AG**, Heilbronn, Germany

**ALFA ROMEO - NATIONAL BRAND MANAGER 1992-1993**

* German market lead on global brand strategy execution
* Managed US$17 million annual budget
* Oversaw corporate sponsorship of German auto racing, hockey and various arts.
* Co-developed and enforced brand identity guidelines for all dealers, sponsored properties
* Formulated communication strategy for national market (advertising, sponsorships, media relations)
* Managed national campaigns for all new model introductions including direction of all outside agencies and coordination of all internal departments’ interests (legal, sales, finance, channel management)

**FIAT - NATIONAL MANAGER, PROMOTIONS 1990-1992**

* Co-managed $4M+ sponsorship program, including World Cycling Championships, Tour de France stages
* Integrated on-site product promotion, national advertising campaigns and point-of-sale tie-ins
* Aided 1600+ dealers in leveraging corporate sponsorship to realize maximum marketing benefit
* Improved interdepartmental collaboration model, tightening marketing and sales lead time by 33%.

**EDUCATION** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Masters of International Business Studies (MIBS)**

University of South Carolina, May 1989

Internship with European Product Strategies Group, GM Europe, Rüsselsheim, Germany

**Bachelor of Arts, Economics (Honors)**

Kent State University, May 1987

**LANGUAGES**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

English (native) German (fluent) Italian (reading)

**PERSONAL** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Named Outstanding Young Alumna, Kent State

Avid skier, cyclist and baseball player

U.S. Citizen, unlimited Work Authorization for Canada

*For initial references, please view my full profile on LinkedIn at* [*www.linkedin.com/in/aileenmcmanamon*](http://www.linkedin.com/in/aileenmcmanamon)