

**ANDREW KAHN**

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**EDUCATION**

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**UCLA ANDERSON SCHOOL OF MANAGEMENT**

Los Angeles, CA

***M.B.A., Marketing & Strategy/Entertainment***

June 2011

- *Honors*: Academic Fellowship Recipient; Vistage Membership; Knapp Venture Competition Finalist
- *Membership*: Entertainment Management Association, Entrepreneurs Association, Sports Business Association

**BRANDEIS UNIVERSITY**

Waltham, MA

***B.A., Economics***

June 2003

- *Cum Laude*, Economics with Honors
- College Baseball, 2002 & 2003 2<sup>nd</sup> and 1<sup>st</sup> Team All-Conference, 2003 Athletic Director's Award Recipient

**EXPERIENCE**

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**UNIVERSAL SPORTS NETWORK**

Westlake, CA

***Intern, Strategic Planning***

April 2010 - Current

- Performing competitive analysis of Sports Cable Industry, measuring differences in content strategy, brand strength, operating income and cash flow to create action plan for re-positioning of Network

**MANDALAY ENTERTAINMENT (Double-A Frisco RoughRiders Baseball Club)**

Dallas, TX

***Vice President, Business Development***

Sept 2007 – June 2009

***Director, Corporate Partnerships***

Aug 2006 – Aug 2007

- Led team of 7 through 3 direct reports focused on Sponsorship Sales and Services, generating both Team and Minor League Baseball best \$4.5M in Sales
- Conducted successful market analyses and designed sales action plans to target potential partnerships that led to year-over-year sales growth of 16% in 2008 and 30% in 2009
- Modeled and implemented annual marketing strategies for both Sponsorship and Contract Suite Sales, including sales forecasting, inventory management, sales territory and compensation allocation, and sales collateral design
- Built strong relationships and negotiated multi-year, \$1M+ marketing partnerships with top regional and national marketing executives from Fortune 500 companies, including JCPenney, McDonald's, Fantastic Sams, E&J Gallo Wines, Capital One Bank, Lennox, Anheuser-Busch, UniCare, and Chrysler
- Developed, pitched, and oversaw execution of turnkey, consumer-driving promotions to clients' retail locations that led to immediate and quantifiable Return On Investment for clients
- Initiated and developed ulterior revenue streams for Team by partnering with concert and event promoters and negotiating key deal points (ticket sales, advertising, parking, concessions, and convenience fees)
- Achieved first-year, individual Sponsorship sales record of \$517,000

***Senior Corporate Marketing Manager***

Sept 2005 – July 2006

***Corporate Marketing Manager***

Sept 2004 – Aug 2005

- Built book of business from ground up through cold-calling, canvassing, networking, and referrals that led to Mandalay-best \$1M in yearly sales in 2006
- Generated additional revenue by strategically targeting existing accounts for incremental revenue opportunities
- Oversaw training of 6 new Outside Sales Reps; managed each person's growth through on-call training, videotaping, and weekly reviews
- Top "Rookie" Sales in Mandalay (across 5 teams) and #2 in new business sales for Team in 2005

**ADDITIONAL**

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- Professional Baseball Player – New South Wales Major League Baseball, 2003 - 2004 (Sydney, Australia)
- Drawing & Art – Published Cartoonist and Illustrator