

## Marissa Bataille

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### EDUCATION

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#### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

##### *M.B.A., Entertainment Strategy*

June 2011

- Leadership: Sports Business Association President, Orientation Co-Director 2010, Challenge4Charity Board
- Memberships: Sports Business Association, Entertainment Management Association, Women's Business Connection, Challenge for Charity, Project Echo Mentor

#### VILLANOVA UNIVERSITY

Villanova, PA

##### *B.S. Finance and International Business – Spanish Minor*

May 2005

- Honors: National Society of Collegiate Scholars Member and Gamma Phi Honor Society
- Study Abroad Fall 2003: University of Seville - International Economics and International Management

### EXPERIENCE

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#### MANDALAY ENTERTAINMENT

Los Angeles

##### *MBA Intern, Mandalay Baseball Properties*

June 2010 - August 2010

- Analyzed market size, assessed competitive landscape and identified potential corporate sponsorships
- Create action plan for re-positioning of team in market, including sales and marketing strategy

#### ENTERTAINMENT LEAGUE PRODUCTIONS

Los Angeles, CA

##### *Sports marketing and event production*

##### *MBA Intern, Business Development*

November 2009 – Present

- Consult with company's founders to establish a sustainable growth strategy
- Manage client relationship with Nike, the title sponsor for the E League, a private, invitation-only recreational basketball league for Entertainment industry insiders
- Develop and market sponsorship packages for E League's Super Saturday and wrap party

#### LATIGO PARTNERS

New York, NY

##### *Hedge Fund – Event Driven Credit*

##### *Investor Relations*

October 2007 – May 2009

- Identified and developed relationships with prospective investors (Institutional Investors, Endowments & Foundations) for \$800 million fund
- Developed and nurtured key investor relationships resulting in increased funds during a declining market
- Managed the creation and distribution of marketing materials increasing fund and position level transparency
- Analyzed marketing team operations, drafted and implemented process and procedures leading to better clarification of roles and responsibilities and increased productivity

#### GOLDMAN SACHS & CO.

New York, NY

##### *Analyst: Finance Division, Equity Derivative Product Controller*

August 2005 – October 2007

- Managed approximately \$5m daily Profit & Loss statement for the Equity Structured Products desk
- Consolidated, built, and distributed \$60 billion daily global volatility balance sheet
- Coordinated New Hire Orientation (biannual event); researched and designed curriculum to increase productivity and efficiency of the new hires, and leveraged relationships with senior VP's to participate

### ADDITIONAL

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- FoxSports: Delivered recommendations to senior executive team regarding improved monetization of sports content and increasing website traffic. Analyzed competitive landscape for standout features, content and functionality to increase site's competitive advantage.
- Memberships: Habitat for Humanity, Keep Tahoe Blue, Pat Tillman Foundation, ESPY Event Team 2009 & 2010
- Interests: tennis, running (NYC marathon & 7 half-marathons), avid sports fan, gluten free baking