

**SREESHA VAMAN**  
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## EDUCATION

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### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, USA

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

Jun 2011

- *Honors:* UCLA Anderson Fellowship, awarded to incoming students based on career achievement
- *Leadership:* VP/Alumni Relations, Sports Business Assoc; Co-President, Int'l Business Assoc
- *Membership:* Entertainment Management Association, Entrepreneur Association, Marketing Association
- *Key Events:* Organized Sports Business Association Career Night with 10 speakers from across the industry  
Organized "Connecting With Sports Fans Through New Media" panel, UCLA Entrepreneur Conf  
Coordinated 14 food stalls of different ethnicities for International Food Festival
- *Key Projects:* Social Media on Sports Branding, NHL Broadcast Strategy in Europe 2015

### NEW YORK UNIVERSITY

New York, USA

#### *B.S. Finance and International Business / German*

May 2001

- *Honors:* Theodore Racoosin Scholarship: awarded to incoming students based on academic achievement

## EXPERIENCE

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### ONTARIO REIGN PROFESSIONAL HOCKEY

Ontario, USA

#### *ECHL ("AA") affiliate of the NHL's Los Angeles Kings*

Jan 2010-Mar 2010

#### *Marketing Intern*

- Created comprehensive program of events and promotions to broaden engagement of female fans next season
- Identified best marketing practices for both NHL and minor league hockey teams in nontraditional markets
- Determined key demographic trends in fan base through analysis of ticket sales data and web survey responses

### DINOSAUR SECURITIES

London, UK

#### *Boutique brokerage in fixed income and equities; 50 employees worldwide*

Dec 2008-Jul 2009

#### *Director, Structured Credit*

- Produced \$2mm in gross revenue in six months for a new division by developing strategy and value proposition, analyzing market opportunities, creating alliances with strategic partners, and hiring staff
- Marketed vision of business unit through presentations at industry conferences and interviews in industry journals
- Fostered key business relationships with over 80 new clients in Europe in six months by representing the firm in negotiations and industry conferences throughout Europe

### LEHMAN BROTHERS INTERNATIONAL (EUROPE)

London, UK

#### *Director, Structured Credit*

Feb 2005-Jul 2008

- Generated over \$50mm in revenue as head of product management team of four people focusing on developing key client relationships and on implementing financial models to manage risk
- Mentored and trained three university graduates to integrate them into group's overall strategy and culture
- Originated over \$5mm in revenue per annum through new product lines by identifying new market opportunities, determining optimal risk/revenue strategy for firm, then negotiating with key clients and counsel

### FISCHLER SPORTS

New York, USA

#### *Private office of sports broadcaster and author Stan Fischler*

Sep 2000-Jun 2001

#### *Sportswriting Intern*

- Forecasted increasing use of capital markets initiatives in financing of sports teams and leagues
- Highlighted successful sales and broadcast practices through interviews with minor league hockey executives
- Identified different business models used by daily newspapers covering hockey to monetize websites

## ADDITIONAL

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- Native in English, advanced knowledge of German, conversant in French and Kannada (South Indian language)
- Raised over \$7,000 and spent a week building new homes for village in Tamil Nadu, India, with Shelter UK
- Hobbies include sports, traveling, cooking, languages, James Bond movies, poker, video games