



Veteran sports executive with over 15 years of large-scale sports events, league governance, and business administration experience across 5 different sports. Proven track record of driving transformation and growth, leading diverse international teams, expanding global operations, board-level strategic planning, and overseeing enterprise-wide execution.

Culture and sports chameleon with energetic, compassionate style. An artful expert of consensus building in vastly differing industries. Collaborative, versatile, creative problem solver, operator, and talent developer in both well-established public companies and early-stage, high-growth business environments.

KEY EXPERIENCE

World Sevens Football, *Chief of Global Events and Broadcast*

2024-Present

- Event Operations & Production: Leading venue relations for all global events, including 2025 EU, USA events. Managing multiple production agencies as well as overseeing vendors, on-site ops, game presentation, programming, staging.
- Broadcast & Media Rights: Spearheading multi-continent broadcast strategy, negotiating global rights with TNT, Univision/Televisa, ESPN/Disney+, and DAZN. Leading end-to-end broadcast planning and budgeting—including world feed/host broadcast operations and infrastructure, unilateral shows, on-air talent, and branded integrations.
- Ticketing & Fan Experience: Directing ticketing operations on accelerated timelines. Developing tiered pricing, VIP/premium, and community access initiatives for the fan journey.
- Club Relations & Competition: Key liaison to elite global women's clubs, pioneering new 7-a-side competition format, helping develop tournament rules, negotiating with world-class clubs, and shaping onboarding protocols for worldwide club pool.
- Commercial Partnerships & Sponsorships: Creating multi-event monetization strategy for pitchside, venue, and digital assets in a brand-restricted environment and on an accelerated timeline. Chased innovative activations in media, fan zones, and VIP.
- Business Administration & Governance: Building and managing cross-functional team across sporting, operations, marketing, and commercial. Developing governance framework for tournament execution and stakeholder engagement.

3XBA (3x3 Basketball Association), *Senior Business Advisor*

2024-Present

- Product & Brand Development: Supporting refinement of brand and tournament format, positioning league as a defining platform for Olympic women's 3x3 basketball in the U.S., including athlete marketing, visual identity, and league storytelling.
- Commercial Strategy & Partnerships: Advising on sponsorship and event monetization strategies for pro tournament series and youth clinics, including partnerships with Delta Airlines, Baden, Rebel Girls, and Dallas Mavericks.
- Event Expansion & Market Entry: Guiding event planning and execution, including major showcases at NCAA Women's Elite Eight and Hoopfest. Facilitated partnerships with key youth sports stakeholders.
- Broadcast Media – Negotiated and stewarded paid media rights deal with All Women's Sports Network.
- Investor & Stakeholder Engagement: Helped shape investment narrative and strategy for early-stage capital raise.

University of Hawai'i at Mānoa – William S. Richardson School of Law, *Lecturer of Law*

2024-Present

- Professor of UH's only sports business-focused courses and advising nascent Sports Law Negotiations team.

TLSK Advisory, *Principal and CEO*

2022-Present

- Multi-functional business advisor to growth leagues, clubs, retail, and media platform enterprises across 5 different sports.
- Confidential pre-acquisition advisor to venture capital and private equity funds looking to enter certain sports, including several potential international league acquisitions and U.S. league expansion teams.

Overseas Sabbatical

2022

- Traveled to 3 continents and 12 countries, crossing 43,000 miles with two children, 3 and 6 years old.

NASCAR, *SVP, General Counsel, Corporate Secretary, and PAC Chairwoman*

2019-2021

- League Operations: Hands-on operations player across NASCAR enterprise of 3 leagues, 8 series, 16 tracks, 21 offices, and 125+ annual events. Steered COVID downsizing and re-build, with NASCAR being the first major league resuming live sports, becoming Sports Business Journal's 2020 *Sports League of the Year*.
- Facilities and Real Estate: Partnered with ops teams at NASCAR's 15 large-scale (30k-200k+ capacity) racetracks to elevate ticketing, F&B, live entertainment, event tech, guest safety, and merch sales experience with focus on new fan demo. Critical Board advisor on real estate portfolio comprised of 13,000+ acres of racetracks and non-track land, including ground leases, developer management, finance, public-private partnerships, and permitting.
- Corporate and PAC Governance: As enterprise-wide Corporate Secretary for 50+ entities, oversaw all governance, bylaws, board actions, and board meetings. Chaired and overhauled long-established corporate PAC, arming it with new capabilities.

Refashioned Government Affairs department into strong, active advisors across enterprise, managing lobbyists in 15+ states, making ground-breaking gains in federal tax legislation, sports betting, pandemic protocol approvals, and capex funding.

- Workforce Leadership and DEI: Managed team of 40 with annual operating budget of \$15M+. Core leader in the most significant DEI overhaul in NASCAR history. Worked closely with HR to administer 2,000+ employee workforce. One of 6 executive ally committee founders to advance and co-author seminal public-facing actions, including banning confederate flag at NASCAR events, enforcing industry-wide diversity trainings, and welcoming a more diverse fanbase.
- Business Administration: Implemented \$2B merger of NASCAR and International Speedway Corporation (ISC), adding 32 real estate properties and creating blended corporate architecture across over 50 corporate entities. Collaborated with finance division to manage value capture, taxes, audits, capex, asset dispositions, credit facilities/debt, compliance, and cap tables.
- New Global Markets: Innovated racing calendar through negotiations for new, sell-out marquis events such as Chicago Street Race (Sports Business Journal's 2023 *Event of the Year*), Bristol Dirt Race, and The Clash at the LA Coliseum, with 65% first-time attendees. Realigned 3 existing international series for better ROI. Drove global expansion strategy in China, Brazil, and MENA.
- Commercial Partnerships: Launched new Premier Partnership model with sales/marketing teams (Coca-Cola, Geico, Busch, Xfinity), building a new era of sponsorship valuation for NASCAR. Successfully introduced sports betting category, spearheading lobbying and licensing in 17 states, and CBD category. Partnered closely to pitch, negotiate, close, and oversee major partnership deals for 65+ league sponsors and 340+ racetrack sponsors.
- Media Rights: Prepared league for media renegotiations, resulting in a new \$7.7B media rights package. Supported shoulder content docu-follow series (Netflix, USA) and OTT platform deals.
- E-Sports and Digital Innovation: Advised on NASCAR's critical pivot to iRacing events during COVID, breaking e-sports viewership records. Negotiated early NFT partnerships and Fortnite, Roblox, and Rocket Sports collaborations.
- Racing Governance and Race Team Evolution: Facilitated \$20M+ of historic charter transfers among race teams, ushering in a new era of charter valuation and diverse team ownership (Michael Jordan, Pitbull, and others).
- Crisis Management and Litigation: One of a small group of senior executives shepherding the organization through America's renewed focus on racial injustice, high-profile driver misconduct, near-fatal on-track incidents, public ridicule by the President of the United States, and the momentous COVID-19 pandemic. Actively managed 40+ case litigation docket at any given time, including hands-on direction of all high-stakes litigation.

Bellator MMA (a ViacomCBS property), General Counsel, Corporate Secretary, VP

2011-2019

- Global Distribution and Operations Expansion: Drove international media revenue growth 16x and launched global operations expansion, launching operations in 9 countries. Negotiated all global distribution and licensing deals, including landmark partnerships with DAZN, FOX LATM, Sky Sports, and Channel 5.
- Production and Venues: Managed all business, legal, and political aspects of traveling live event production, including venue deals, fan fests, production vendors, ticketing, labor, staging, A/V, transport, music and media licensing, and operations, as well as overseeing regional tax credits, local permitting, and immigration.
- Government and Regulatory Affairs: Successfully lobbied to legalize MMA in France and New York amid contentious opposition. Provided Congressional Testimony to U.S. House Committee. Developed and spearheaded all government/regulatory affairs, including with state athletic commissions sanctioning 40+ Bellator events annually.
- Corporate and League Governance: Worked closely with Viacom to marshal management committee approvals, buy out minority investors, conduct due diligence, drive global compliance, and create/implement policies.
- Sponsorship and Marketing: Negotiated sponsorship deals/renewals, overseeing broadcast compliance, in-show integrations, brand ambassadors, ad-sales, and marketing.
- Digital and New Media: Designed digital and social media deals for metrics, production, licensing, global streaming rights on non-traditional platforms, gaming, mobile app development, and department staffing.
- Athletes and On-Air Talent: Implemented strategic, long-term free agent athlete acquisition plan, creating first legitimate free agency market for MMA athletes in 20 years. Negotiated, oversaw, and enforced 8,000+ athlete and talent contracts.
- Business Development: Key decision-maker in all major company initiatives, helping grow gross revenue 2,500%. Identified and explored opportunities to monetize library, new TV/film partnerships, and merchandising program.
- Litigation: Supervised all company litigation strategy. Managed all outside and internal (Viacom) counsel work. Successfully and creatively resolved high-profile athlete and competing league disputes. Prevailed in minority investor lawsuits.
- Management and HR: Built in-house legal department from scratch. Conducted regular trainings for globally-dispersed staff. Successfully promotions and pay increases for all team members, leaving a well-prepared successor upon departure.

PREVIOUS PROFESSIONAL EXPERIENCE

Orrick, Herrington & Sutcliffe LLP, Associate, MMA Industry Practice Founder

2007-2011

Consortium of Social Science Associations (COSSA), Lobbyist and Dir. Public Affairs

2004-2006

U.S. House of Representatives, Office of U.S. Congressman Elijah E. Cummings, Legislative Aide

2002-2004

ADDITIONAL SERVICE

Hawai'i AYSO Soccer, <i>Regional Board of Directors</i>	2024-2025
United Planet, <i>Co-Chairman, Board of Directors</i>	2022-2025
American Bar Association, <i>ABA Journal, Featured Author/Columnist</i>	2024-Present
Guardian Jiu-Jitsu, <i>Director, Board of Directors</i>	2023-Present
EmpowHERed Women in Sports, <i>Board of Advisors</i>	2023-Present
California Lawyers Foundation, <i>Board of Directors</i>	2023-Present
Young Choreographer's Project, <i>Board of Directors</i>	2023-2024
Ukrainian Legal Aid Clinic (<i>Budapest, Hungary</i>)	2022-2023
University of Pennsylvania, Wharton Business School, <i>Guest Lecturer</i>	2020-Present
Association of Boxing and Combative Sports Commissions, <i>Legal Committee</i>	2016-Present

EDUCATION

The George Washington University Law School, <i>Juris Doctor</i>	2008
Duke University, <i>B.A. in Political Science and Public Policy Studies, with honors</i>	2002
London School of Economics, <i>General Course Certificate</i>	2001

INTERESTS AND SKILLS

- Proficient French, basic Hungarian, dual citizenship USA/EU
- 20 years of martial arts experience, including Black Belt in Tae Kwon Do, Blue Belt in Brazilian Jiu Jitsu, Muay Thai, Boxing, American Kickboxing, Judo, Kung Fu, and MMA