

Nicholas J. Forro

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Education

Master of Business Administration

UNIVERSITY OF MICHIGAN, ROSS SCHOOL OF BUSINESS
ANN ARBOR, MI - 2018

B.S. Business Administration, Marketing Management

YOUNGSTOWN STATE UNIVERSITY, WILLIAMSON SCHOOL OF BUSINESS
YOUNGSTOWN, OH - 2006

Professional Experience

Seattle Kraken

Senior Vice President, Seattle Kraken

Feb 2020 – Current

- Scope of responsibilities includes the development of proforma, staffing plan, sales and marketing strategies, and community impact plan for AHL Palm Springs
- Lead brand committee on the development of AHL team logo, jersey designs and brand launch
- Instrumental in the development of Coachella Valley Arena community training center proforma, staffing, and go to market strategy
- Stewarding retail joint venture between the Seattle Kraken and BDA including P&L oversight, integrating retail and promo operations along with managing key partnership relationships
- Co-Leading DEI committee for Seattle Kraken focused on best hiring practices, recruiting, & developing culture

Seattle Kraken/elevate sports ventures

Vice President, Sales

Dec 2018 – Feb 2020

- Led new arena sales efforts resulting in \$700M of contractually obligated income
- Responsible for recruiting, hiring, and training for all sales and service employees
- Instilling and championing a culture focused on “People, Process, and Results”
- Led pricing, inventory, and packaging strategy for all products

Miami Open & Hard Rock Stadium

Vice President, Sales & Membership Services

May 2018 – Dec 2018

- P&L responsibilities for all ticket sales & service business operations for the tournament
- Coordinated with marketing on comprehensive tournament launch strategy including SEO/SEM, website build and partnership integrations
- Led pricing, inventory, and packaging strategy for all hospitality and suites

NICHOLAS FORRO - CURRICULUM VITAE CONT

Miami Dolphins

Vice President, Partnership Activation

December 2016 – May 2018

- Oversaw a diverse 12-person corporate partnership activation team that managed all 100 of the Miami Dolphins' corporate sponsors
- Led the activation team to exceed 2017 revenue budget by over 15%
- Lead activator on Aston Martin, Ford & MSC Cruise Line partner accounts
- Coordinated with sponsors on the deployment and activation of all marketing assets including in-stadium signage, digital/social posts, and club entitlements
- Worked closely with the second largest stadium naming rights partner in the NFL (Hard Rock International).
- Influential in the development and execution of a department integration of KORE technology

Miami Dolphins

Vice President, Sales & Service

October 2013 – December 2016

- Led the largest ticket sales growth in the NFL – 47% growth in revenue since 2013 by restructuring leadership team and sales staff, cultural transformation, inventory management and a redesigned sales and marketing strategy
- Instrumental in launching the inaugural membership program for season ticket holders resulting in 10% increase in renewals YOY

New York Yankees

Director, Ticket Sales & Service

April 2012 – October 2013

- Directed \$42M new business campaign which resulted in a 19% increase over 2012
- Assembled and executed the launch of the first dedicated Group Sales and Season Ticket Retention department in the organization's history – Total Group Sales revenue subsequently increased \$5M YOY
- Served on executive committee to strategize and execute the companies first in season renewal campaign valued at \$100M

Phoenix Suns Legacy Partners

Director, Season Ticket Sales

January 2007 – April 2012

Directed all forecasting, tracking, and projecting for Suns and Mercury ticket plan campaigns leading 2 managers and a diverse team of 25. Managed all aspects of sales team/CRM integration including lead distribution, lead management forecasting, activity tracking, and sales campaign analysis.

- Spearheaded the development of e-marketing, lead generation and execution of over 50 sales events generating over \$600K in Suns and Mercury ticket plan revenue during the 2010/11 and 2011/12 campaigns
- Directed all Mercury Season Sales initiatives – Top 3 in New FSE revenue