

Mary Lee Gilliland

- Seattle University**, Seattle, WA 2017 – Present
Lecturer, Albers School of Business and Economics and the College of Arts & Sciences
Member, Advisory Board of Directors, Master in Sport Business and Leadership
Professional Mentor, Albers School of Business and Economics
- Seattle University Athletics**, Seattle, WA 2017 – 2019
Senior Associate Athletic Director, External Affairs and SWA, Department of Athletics
- Responsible for the areas of strategic revenue development, corporate partnerships, multimedia marketing, sponsorship, promotional advertising, research, communications, media buying, campaign management, fan experience, social engagement, ticket sales, licensing, merchandising, spirit team, and community relations. Also served as Senior Woman Administrator (SWA) and Sport Supervisor in the Department of Athletics for 20 NCAA Division I athletic teams.
- University of Illinois**, Urbana-Champaign, IL 2012 – 2017
Executive Director and Lecturer, Gies College of Business and the College of Media
- Developed and launched the Master of Science, Strategic Brand Communication online graduate degree program.
 - Served on the Dean's Executive Development Committee to design the Core Curriculum for the College of Business.
 - Lecturer in Business Dynamics, Strategic Brand, Multimedia Marketing and Advertising Sales in-class, as well as online in the Strategic Sales Certificate Program. Classes included Introduction to Sales, Business Management, Digital Sales, Media Technology Management, Advanced Revenue Development, and the Business Development Capstone.
 - Earned "Teachers Ranked as Excellent," every semester at Illinois. Served as Co-Founder for the annual Illinois Sports Business Conference, a self-sustaining program and event each year.
- Madison Strategic Partnerships**, Chicago, IL 2012 – 2017
Managing Director and Member, Board of Directors
- Responsible for new and organic revenue growth, corporate partnerships, strategic multimedia marketing, sponsorship, promotional advertising, communications, social engagement, licensing, technology, and innovation.
 - Provided strategic management consulting to leading, global corporate brands, sports and entertainment properties, technology, and media companies to increase profitability through sponsorship platforms, effective promotional marketing campaigns, advertising, PR, communications, multimedia investment, ticket and premium sales, naming rights, B2B and B2C prospective business, and lead development.
 - Generated increased revenues for client partner companies and MSP through multi-year programs.
 - Platforms and proposals have included strategic planning, sponsorship valuation, multimedia sales, licensing, data analytics, market feasibility, fan and consumer insights, coach and alumni-athlete representation, student recruitment, C-suite thought leadership, technology development, and community engagement for professional sports and NCAA collegiate properties, Boards of Trustees, alumni associations, enrollment officers, commissioners, corporate officers, Olympic governing bodies, and alliances across sports, entertainment, agency, media, rights, and technology partnerships. Founded the National NCAA and Olympic Athlete Internship Program in 2012.
- Learfield IMG**, Chicago, IL 2007 – 2012
Senior Executive Director, National Business Development and Strategic Multimedia Marketing
- Led the company in national strategic partnership development, while representing over 120 NCAA Division I FBS collegiate athletic properties, venues and conferences, including dual representation with IMG College.
 - Generated new, organic and non-traditional revenue growth through multi-year corporate brand partnerships, utilizing NCAA university and conference athletic multimedia marketing communication assets.
 - Managed cross-departmental staff, including hiring, training and developing teams in regional offices and online in athletic departments, academic administration and with agency partners, while producing the top sales in the company nationally with the highest team percentage over goal, highest close ratio, highest account retention rate, and the highest organic account growth company wide with revenues for multi-year client partner and Learfield programs.

- Secured the two largest sponsorships in the 40-year company history, as lead negotiator for Allstate Insurance and MillerCoors. Represented the national IMG partnership and collective properties, including the Big Ten, SEC, ACC, Alabama, Oklahoma, Stanford, Notre Dame, UC Berkeley, Northwestern, Wisconsin, Duke, North Carolina, Texas, Penn State, Oregon, Washington, UCLA, Iowa, Michigan, Michigan State, and many others.
- Acquired and managed new business, brand corporate partnerships with Accenture, Yahoo!, Bank of America, Blue Shield, John Deere, Dow, Gatorade/PepsiCo, GE, Microsoft, Dignity Health, Oracle, Motorola, McDonald's, Facebook, State Farm Insurance, HBO, US Bank, US Cellular, Verizon, HP, among others.
- Built programs with NCAA and university athletic departments, alumni associations, academic leaders, conferences, collegiate licensing, and media partners, including ESPN, Fox Sports, Big Ten Network, IMG, Longhorn Network, Big12, Pac12, CBS Sports, GMR, Neulion, Intersport, NFL, Octagon, MLB, ACC, SEC, Sirius XM, Van Wagner Dorna, and Wasserman Media Group.

AAA, Costa Mesa, CA

2004 - 2007

Managing Director, Multimedia Marketing, Brand and Revenue Development

- Managed overall brand, marketing, sponsorship, advertising, promotional, and direct-response strategies and positioning to generate sales and leads, utilizing multimedia channels for all lines of business, including Insurance, Membership Acquisition and Retention, Financial, Automotive, Motorsports (NASCAR, Indianapolis 500, NHRA, John Force Racing, International Speedway Corp., Texas Motor Speedway, Indianapolis Motor Speedway), over 100 sports sponsorships (properties in the NCAA, NFL, MLB, PGA, NHL, NBA), Travel, and Ecommerce / Digital / Mobile products and services.
- Led a team of 45 marketing professionals, event, track and venue sales teams, and multiple advertising agency and vendor relationships to manage all aspects of the \$100 million marketing budget, personnel, strategies, and tactics to ensure AAA increased market share and business-line usage, built brand awareness and achieved all corporate sales, lead, membership, and marketing goals and objectives, while generating over \$3 billion in revenues across all business lines nationally.

Pursuit Sports & Entertainment Marketing, Los Angeles, CA

1995 – 2004

Chief Marketing and Revenue Development Officer

Carolina Panthers, and concurrently TW Services, Inc., Spartanburg, SC and Charlotte, NC

1987 – 1995

Director, Marketing and Business Development

Education

University of Southern California, Los Angeles, CA; Graduated, Bachelor of Arts; Awarded Dean's Scholarship
George Washington University, Washington, DC; Graduated, Global MBA; International Merit Scholar
Northwestern University, Kellogg School of Management, Evanston, IL; Completed Executive Education Program
Sports Management Institute, University of Michigan and University of Texas; Graduated with the SMI Certificate

Additional Academic and Speaking Appointments

Visiting Guest Lecturer, Northwestern University, Georgetown University and the University of Southern California
Visiting and Online Lecturer, INSEEC Business School; Paris, France; Taught International MBA Courses
Speaker, NFL Combine, NHL Draft, SINC, SEME, NCAA Leadership Symposium, and USC Annenberg Institute
Founder and Advisor, "Leaders in Marketing, Media and Technology," Global Speaker Series
Mentor, University of Washington, Global Innovation Exchange

Philanthropic Affiliations

Northwestern University, Feinberg School of Medicine, Ongoing funding, business and clinical planning; 11 years
Women in Sports and Events, Seattle, Founding Board Member; 1 year with the official launch in January 2020
Children's Hospital, Board of Advisors; Raised over \$500 million to fund the new hospital; Served 8 years
Paralysis Project of America, Board of Directors and Sports Council; Raised over \$200 million; Served 18 years