

RICHARD (RICK) BURTON

SYNOPSIS:

More than 35 years of sports and entertainment industry leadership and scholarship working with image-driven organizations such as the **United States Olympic Committee, NFL, NBL, NCAA, NIKE, Visa, Miller Brewing and Universal Studios**. Comprehensive experience in league, team and product marketing with emphasis on strategic planning, advertising, sponsorship and strengthening global brands.

PROFESSIONAL EXPERIENCE:

David B. Falk Distinguished Professor of Sport Management Syracuse University, Syracuse, N.Y.

August 2009 to present

Full-time award-winning faculty member in Syracuse University's Falk College of Sport and Human Dynamics. First-ever recipient of David B. Falk/Trustees chair. Two-time winner of Falk College Faculty Member of the Year for Teaching (2011 and 2013). Appointed to core faculty for Syracuse's Renee Crown Honors Program in October 2013. Appointed Syracuse's faculty athletic representative (FAR) to the NCAA and ACC in July 2014. Member of the ACC's Infractions Review Committee (2014-17). Frequent guest columnist for *Sport Business Journal*, *New York Times* and *Sport Business International*. Visiting Professor at International Olympic Academy, Olympia, Greece, June 2011 and Kufstein Tirol University in Austria, 2012-14. Annually teach SU Abroad class in Australia on Australian sport, history and culture (2012-14).

Founder

Burton Marketing Group, Skaneateles, New York

November 2008 to present; Previously June 1996 - June 2003

Strategic marketing consultancy with wide range of sports industry clients or speaking engagements for brands such as the Buffalo Bills (NFL), Intel, Visa, NIKE, Oakland Raiders (NFL), NHL, TSE, D2 Media, Ganassi Racing, Point 3 Basketball, GAISF's SportAccord, Baden Sports, PBR and New Balance.

Chief Marketing Officer

United States Olympic Committee, Colorado Springs, Colorado

September 2007 to November 2008

Responsible for directing the efforts of 20+ individuals dedicated to generating the required revenue and branding platforms to underwrite and promote America's Olympic efforts through its athletes and 45 national governing bodies. Responsible for supervising partner relationships with more than 50 international and domestic-focused companies such as NBC Sports, Coca-Cola, AT&T, Visa, Johnson & Johnson, McDonald's, Bank of America, NIKE, Anheuser-Busch, Hilton, Kellogg's and Allstate. In addition, responsible for the generation of more than \$2-million in revenue through the license of Team USA and Olympic-related intellectual assets to various sponsors, licensees and suppliers.

Chief liaison with the International Olympic Committee's (IOC) sales division (Atlanta) and responsible for approximately 50% of USOC revenue, which is generated through the USOC's share of the IOC's TOP sponsorship program, all USOC domestic sponsorship revenue, licensed Team USA merchandise royalties, consumer product royalties and licensed broadcast footage royalties. Directed renewal of domestic sponsorship sales contracts for 2009-12 totalling more than \$50-million while leading new business activity with companies such as BP and Proctor & Gamble. Responsible for assisting partner organizations and their use of USOC or Olympic/Paralympic imagery in domestic activation programs including the 2009 *Adweek* Buzz Award Winner for Music category where AT&T's Team USA Olympic

Soundtrack program generated 60-million+ impressions, 700,000 downloads and \$1-million donation to USOC. On-product activation or POS materials exceeded 2-billion units in 2008.

Supervised the successful implementation of programs such as the 2008 U.S. Olympic Hall of Fame Induction Ceremonies and the 2008 Junior Olympic Skills Program (a national program designed to promote Olympic sport skills to children ages 8-12. This activity involved more than 2,000 local hosting organizations, more than 6,000 local qualifying events and more than 2-million participants). Directed USOC Brand and Research group that launched "Amazing Awaits" brand campaign and developed USOC advertising for *Sports Illustrated*, *USA Today* and *Sports Business Journal*. Led development and re-launch of USOC website (www.teamusa.org) while delivering customized consumer research reports to USOC sponsors. Directed all brand research plus the review of requests for marks approval from corporate partners while combating ambush efforts by non-authorized parties.

Commissioner

National Basketball League, Sydney, Australia

July 2003 to September 2007

CEO of 13-team professional basketball league covering Australia, New Zealand and Singapore. Leadership responsibility for all aspects of League's operations including strategic planning/holistic reform, finance, marketing, sponsorship, media management, research, legal, collective bargaining and international expansion. Oversaw the collective efforts of 13 teams and 5-7 League staffers plus numerous agencies and supplier/vendors. Major initiatives during four years included:

- Signing Philips and Hummer as naming rights sponsors and re-positioning NBL as the Philips Championship for 2004-07 (and the Hummer Championship for 2007-08) while increasing overall League non-license revenue position by +140%. Increased NBL year-end cash surplus by +675% during first four years while doubling operating budget.
- Generating more than \$5-million in new sponsorship and broadcast revenue within 24 months of joining NBL. Built League office, particularly in marketing, while directing increase in average League attendance by +9.9% for 2004-05 and +10.9% for 2006-07.
- Signing landmark 3-year Collective Bargaining Agreements with NBLPA and NBLRA guaranteeing League labor peace with players and referees from 2005-2008
- Coordinating first-ever regular-season NBL game in Asia when Perth Wildcats played Sydney Kings in Singapore in January 2005. Game was broadcast into 18 countries and more than 57-million homes via ESPN-Star and Fox Sports and led to NBL's expansion into Singapore in March 2006. With placement of team in Singapore, the NBL became the first western professional sports league to place a permanent team in Asia.
- Doubling TV rights fees through new five-year TV deal with Fox Sports (2003-08) and signed SKY TV (New Zealand) to first-ever rights fee with NBL (2004-07). Directed overhaul of NBL website (www.nbl.com.au) and build-out of central on-line strategy.
- Signing NIKE, McDonald's, AXA and Virgin Blue to sponsorship agreements with coordinated marketing activation in support of NBL. Designed first-ever NBL marketing plan for distribution to clubs, sponsors and broadcasters.
- Instituting new NBL playoff format including first-ever best-of-5 grand finals (2004) creating highest-rated basketball ever on Fox. Attendance was +250% greater than YAG.
- Re-introducing NBL All-Star game after a six-year absence (2004) and annual Pre-Season Blitz tournament featuring every NBL team (2004) lifting NBL's national media profile.
- Helping create Champions concept for basketball in Pan-Pacific region by designing 2005 Singapore Cup featuring top club teams from China (CBA), Korea (KBL), Jordan and NBL. This May 2005 event was carried live by ESPN-Star reaching 90-million+ homes.

Executive Director

Warsaw Sports Marketing Center, Lundquist College of Business
University of Oregon (Pac-10 Conference), Eugene, Ore.
August 1995 to June 2003

Full-time faculty member, researcher and departmental administrator (appointed Executive Director, August, 2001; appointed Director, January, 1998) responsible for helping establish and guide first-ever graduate sports marketing program operating in an accredited U.S. college of business.

- Directed marketing of Oregon's sports marketing MBA and assisted in job placements/internships of graduate and undergraduate students at companies such as the NFL, NBA, USOC, NIKE and various professional sports teams.
- Supervised fundraising efforts generating more than \$450,000 for Warsaw Center while serving as member of Warsaw Center's Advisory Board Executive Committee.
- *Sports Illustrated* (October 7, 2002) named Oregon the "best sports-management school" in ranking "America's Best Sports Colleges."
- Motivated *ESPN The Magazine* to use Warsaw Center's research arm to produce inaugural (January 2003) article ranking all U.S. pro sports teams on fan/business values.
- Chosen the University of Oregon's "Professor of the Month" (February 1996) and won the Lundquist College of Business award for undergraduate teaching (June 1997). Published research in numerous academic (peer-reviewed) journals from 1996-2006.
- Consulted internationally (working as the Burton Marketing Group) for sports leagues, governing bodies and global brands including the NFL, NBL, NIKE, Visa, IMG and USAT&F. Frequent keynote/guest speaker for major sports business conferences worldwide.

Vice President

Clarion Performance Properties, Greenwich, Conn.

January 1993 to August 1995

Senior agency executive responsible for directing five key client accounts within sports and entertainment division of Clarion Marketing (then owned by ad agency DMB&B). Managed revenue base of \$2-million+ per year while growing profitable relationships with National Football League Properties (NFLP), Reebok, Sprint, Universal Studios and Gillette USA.

Provided strategic marketing counsel and long-range planning for NFLP. Responsible for developing detailed marketing plans, integrated promotions and event management while successfully securing new business clients, including Reebok, Universal Studios and NFL International.

Key consulting initiatives included:

- Developing NFLP's first-ever three-year marketing plan and guiding NFLP executives in reviewing and revising role of NFL's corporate sponsorship department. Assisted in successful development of the then largest sponsorship deal ever (NFL and Sprint) at \$100-million/3 years.
- Directing relationship between Gillette USA, Major League Baseball and NCAA and staged promotional events around the World Series and NCAA Final Four.
- Staging first-ever national interactive TV consumer sweepstakes promotion for 1994 Indy 500 featuring corporate sponsors Ford, Kodak and Valvoline.
- Restructuring sponsorship planning for Universal Studios' *Back to the Future* and *Jurassic Park* theme-park projects.

Senior Brand Manager

New Products, Miller Brewing Company, Milwaukee, WI

April 1992 to January 1993

Responsible for directing development of new brand portfolios and introducing brands/packages into simulated and actual test market situations for America's second largest brewery. Chaired Innovation Committee, directing production, operations, marketing and brewing department heads. Member senior management task force on developing efficiencies in channel/distribution strategies. Led corporate MBA recruiting programs at Northwestern and Indiana Universities.

Brand Manager

Sharp's and Löwenbräu, Miller Brewing Company, Milwaukee, WI

May 1990 to April 1992

Managed Sharp's to net profitability in first two years of existence. Exceeded all volume and profit goals while directing marketing for brands generating \$100-million+ in operating revenues.

- Delivered on-target financial results for beer industry's leading non-alcoholic brew and 2nd largest super premium with combined direct marketing budget exceeding \$30-million.
- Directed creation/implementation of annual operating, media and advertising plans, consumer and product research, line extensions and new package introductions.
- Sole marketing department winner of 1991 award for meritorious retail sales achievement.
- Directed development of award-winning advertising and brand architecture which increased Year II sales +30% (net contribution +250%) while cutting per barrel marketing costs by 15%.
- Directed sports sponsorships with PGA Tour, U.S. Skiing and Indy 500 racing team.

Advertising Manager

Lite Beer, Miller Brewing Company, Milwaukee, Wis.

September 1988 to May 1990

Directed strategic development/creation of Lite's award-winning national/regional advertising plus all media planning for \$1.5-billion brand. Negotiated media and production budgets in excess of \$100-million while helping accelerate growth rate on America's second largest beer brand and No. 1 low calorie brand. Growth was produced after two years of flat sales. Also:

- Supervised design and production of TV commercials (the "*Tastes Great - Less Filling*" campaign) consistently selected by industry publications as the "advertising men like best."
- Engineered national tour sponsorship and integrated marketing plan featuring ZZ Top.
- Strategically developed and implemented the Lite All-Star Super Bowl, Lite-A-Mania and Lite's Biggest Picture in History (Texas), three of Lite's largest marketing promotions ever. Lite-A-Mania delivered second highest volume month ever in Lite's then 17-year history
- Directing development of numerous new advertising campaigns (all mediums)
- Extensive work coordinating celebrities (including The Who, Randy Quaid, Bob Uecker)

Assistant Brand Manager

Lite Beer, Miller Brewing Company, Milwaukee, Wis.

April 1987 to September 1988

Supervised Lite's sports marketing efforts including consumer promotions, event marketing and advertising research. Directed most successful Super Bowl consumer promotion (1989) in brand's history enabling Lite to outperform Bud Bowl at retail. Brand supervisor for NFL and NBA sponsorships.

Assistant Brand Manager

Löwenbräu and Löwenbräu Dark, Miller Brewing Co.

July 1983 to April 1987

Coordinated advertising agency review and selection of new agency. Developed and implemented integrated marketing program for championship-winning Löwenbräu Porsche 962 Racing Team. Brand assistant from July 1983-June 1985 on Lite and Löwenbräu brands.

Sports Communications Specialist

Miller Brewing Co., Milwaukee, Wis.

November 1980 to July 1983

Managed sports public relations for Miller's numerous marketing programs. Created or coordinated highly successful Miller Squadron, Miller Mustang (IMSA), NBA, USOC and *High Life* B-17 media events.

Sports Writer

Syracuse Post-Standard, Newhouse Newspapers, Syracuse, NY

May 1978 to August 1978 and September 1979 to November 1980

Wrote daily as sportswriter or columnist and provided stringer coverage for the *Associated Press*. Primary beats covered: Syracuse University football, basketball and lacrosse plus U.S. Sports Festival.

Assistant to the Director of Sports Publicity and Promotion

Syracuse University Athletics (now Atlantic Coast Conference), Syracuse, NY

September 1977 to May 1978

Coordinated development of sports marketing materials (media guides, press releases) used to support Syracuse's lacrosse and wrestling teams. Served as PA announcer during NCAA lacrosse games.

EDUCATION:

Marquette University (1991) - Milwaukee, Wis.

Straz College of Business Administration

MBA with emphasis in marketing

Syracuse University (1980) - Syracuse, N.Y.

Newhouse School of Public Communications

BS in Communications with focus on broadcast journalism

OTHER:

- Served as keynote speaker or consultant for companies/leagues such as the IOC, NFL, NHL, NIKE, Universal Studios, Visa, IMG, Disney, IOC, Hong Kong Olympic Committee, Japanese Soccer League (J-League), NBL, Philippine Basketball Association (PBA), U.S. Ski and Snowboard Team, USA Track & Field and FINA. Chief moderator for seven GAISF SportAccord conferences (2003-09) in Madrid, Lausanne, Berlin, Seoul, Beijing, Athens and Denver.
- Taught promotional strategy course as member of Marquette University faculty during fall term 1992. Taught graduate sponsorship class at Denver University during winter term 2009.
- Frequent contributor to publications such as *The New York Times*, *Sports Illustrated.com*, *Sport Business International*, *Sport Marketing Quarterly*, *Stadia*, *Brandweek*, *Advertising Age*, *Business Week Online*, *Sports Business Journal*, *International Marketing Review* and *Marketing Management*.
- Hosted ASCN's weekly TV show *The Business of Sport* (2001-2002). Guests included David Stern and Gary Bettman. Weekly commentator on national Sporting News Radio Network (1999-2003)
- Warden, St. James Church, Skaneateles, NY (2014-15). Chair of communications committee.
- Advisory Board member for Get the Point (the Non-Violence Project) Foundation and Academic Advisor for TSE Consulting, Lausanne, Switzerland.

INTERESTS:

Whitewater rafting, scuba diving, recreational basketball

PUBLICATIONS - ACADEMIC (Peer Reviewed)

Gawrysiak, J., Dwyer, B. and Burton, R. (2014) "Understanding Baseball Consumption Via In-Home Gaming", *Journal of Applied Sport Management*, Vol. 6, No. 3, 76-97.

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Farrelly, F., Quester, P. & Burton R., (2006), "Changes in sponsorship value: Competencies and capabilities of successful sponsorship relationships", *Industrial Marketing Management*, Vol. 35, 1016-1026.

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Terborg, J.R., & Burton, R. (2002), "Making business a game: Team sports can be a model for marketing management", *Marketing Management*, Vol. 11, No. 5, September-October, 40-45.

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Burton R. (2002), "An Interview with Bill Moos, University of Oregon Athletic Director", *International Journal of Sports Marketing and Sponsorship*, Vol. 4, No. 1, March-April.

- Howard, D. R., & Burton, R. (2002), "Sports marketing in a recession: It's a brand new game", *International Journal of Sports Marketing and Sponsorship*, Vol. 4, No. 1, March-April, 23-40.
- Burton, R., Farrelly, J.F. & Quester, P. (2001), "Exploring the curious demand for athletes with controversial images: A review of anti-hero product endorsement advertising" *International Journal of Sports Marketing & Sponsorship*, Vol. 2, No. 4, December-January, 55-70.
- Burton, R. and Howard, D. (2000), "Recovery Strategies for Sports Marketers," *Marketing Management*, Spring, Vol. 9, No. 1, 42-50.
- Burton, R. (1999), "Does the National Football League's Current Economic Model Threaten the Long Term Growth of Professional Football Globally?" *Football Studies*, Vol. 2, No. 2, 5-17.
- Laczniak, G., Burton, R., & Murphy, P., (1999) "Sports marketing ethics in today's marketplace," *Sport Marketing Quarterly*, Vol. 8, No. 4, 43-53.
- Burton, R. and Howard, D., (1999), "Professional sports leagues: Marketing mix mayhem," *Marketing Management*, Spring, Vol. 8, No. 1, 37-46.
- Burton, R. (1998), "SMQ Profile/Interview - Ed Horne", *Sport Marketing Quarterly*, Vol. 7, No. 4, 5-9.
- Burton, R. & Cornilles, R.Y., (1998), "Emerging theory in team sport sales: Selling tickets in a more competitive arena," *Sport Marketing Quarterly*, Vol. 7, No. 1, 29-37.
- Burton, R., Quester, P.G. & Farrelly, F.J., (1998), "Organizational Power Games," *Marketing Management*, Spring, Vol. 7, No. 1, 27-36.
- Quester, P.G., Farrelly, F.J., & Burton, R., (1998), "Sports sponsorship management," *Journal of Marketing Communications*, Vol. 4, No. 2, 115-128.
- Farrelly, F.J., Quester, P.G. & Burton, R. (1997), "Integrating sports sponsorship into the corporate marketing function: an international comparative study," *International Marketing Review*, Vol. 14, No. 3, 170-182.
- Burton R. (1997), "SMQ Profile/Interview with Sara Levinson", *Sport Marketing Quarterly*, Vol. 6, No. 4, 5-8.
- Burton, R. (1996), "A Case Study on Sports Property Excellence: National Football League", *Sport Marketing Quarterly*, Vol. 5, No. 3, 23-30.

BOOKS

O'Reilly, N., Pound, R., Burton, R., Seguin, B. and Brunette, M., (in press 2015), **Global Sports Marketing: Olympic Games, Sponsorship and Ambush**, Fitness Information Technology, Morgantown, W.V.

Macdonald, R.D. and Burton, R. (2015), Chapter on “The Evolution of Governance in the Australian National Basketball League, 1979-2013” in **The Sports Business in the Pacific Rim**, (Lee and Fort, editors), Sports Economics, Management and Policy, (D. Coates, editor), Springer International Publishing, Switzerland, 207-232.

Lettner, M, and Burton, R. (2014), Chapter on “Marketing and Destination Branding” in **The Business of Events Management**, (Beech, Kaiser and Kaspar, editors), Pearson Education, Harlow, England, 94-112.

Burton, R. and Howard, D. (2014), Chapter on “Recovery Marketing Strategies: A Continual Need in the Sports Industry” in **Leveraging Brands in Sport Business** (M. Pritchard and J. Stinson, Editors), Routledge, New York and London, 173-185.

Abeza, G., Baka, R., Burton, R., O'Reilly, N., and Seguin, B. (2013), Chapter on “National Olympic Hospitality Houses: Objectives, Variations, and Mini-Cases” in **On the Periphery: New Perspectives on the Olympic Movement**, (Baka and Hess, editors), Walla Walla Press, Sydney, NSW, Australia, 33-40.

Burton, R. (2013), Chapter on “Investigating Olympic Sponsorship: A Contemporary Review of Selected Activation and Achievement”, in **Managing the Olympics** (S. Frawley and D. Adair, editors), Palgrave Macmillan, London, 165-181.

Burton, R., O'Reilly, N. and Sequin, B., (2012), Chapter on “Stakeholder Perceptions of Short Term Marketing Tactics during the Olympics” in the **International Handbook on the Economics of Sporting Mega Events** (Maennig and Zimbalist, editors), Edward Elgar, London, 140-161.

Burton, R. (2011), *The Darkest Mission* (historical fiction), Long Reef Press, Monument, Colo.

Burton, R., Tripodi J., Owen, S. and Kahle, L. (2011), Chapter on "Hospitality: A Key Sponsorship Service in Sports Marketing" in **Consumer Behavior Knowledge for Effective Sports and Event Marketing** (Kahle and Close, editors), Routledge/Taylor & Francis, New York, 209-221.

Jones, S., Bee, C., Burton, R. & Kahle, L. (2004), Chapter on “Marketing through Sports Entertainment: A Functional Approach” in **The Psychology of Entertainment Media: Blurring the Lines Between Marketing and Entertainment** (L.J. Shrum, Editor), Lawrence Erlbaum Publishers, Mahwah, N.J.

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Final manuscript reviewer for J.P. Jones' advertising text **Why Ads Work**, (1995), Lexington Books, New York.

SPORTS PRACTITIONER PUBLICATIONS

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Burton, R. and O'Reilly, N. (2014), "Space: The next frontier in sports sponsorship", *Sports Business Journal*, November 24-30, Vol. 17, No. 32, 35.

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Burton, R. and O'Reilly, N. (2014), "Bach's history a signal that his leadership will be proactive", *Sports Business Journal*, February 10-16, Vol. 16, No. 41, 25.

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Burton, R. and O'Reilly, N. (2013), "Assessing the impact of the NHL lockout on fans, sponsors", *Sports Business Journal*, February 18-24, Vol. 15, No. 42, 25.

Burton, R. and O'Reilly, N. (2013), "How to bridge the sports research – practitioner divide", *Sports Business Journal*, January 21-27, Vol. 15, No. 38, 19.

Burton, R. and O'Reilly, N. (2012), "How fan, sponsor reactions factor into team decisions", *Sports Business Journal*, December 10-16, Vol. 15, No. 34, 35.

Burton, R. and O'Reilly, N. (2012), "Grey Cup's centennial should have marketers taking notice?", *Sports*

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Burton, R. (2012), “Ready-Made Olympic Hosts”, *SportBusiness International*, October, No. 183, 13.

Burton, R. and O’Reilly, N. (2012), “Are ads featuring female athletes effective with consumers?”, *Sports Business Journal*, October 15-21, Vol. 15, No. 26, 21.

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<http://www.sportsbusinessdaily.com/Journal/Issues/2012/08/20/Opinion/Burton-OReilly.aspx>.

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Burton, R. (2012), “An Olympic Line Extension for Basketball”, *SportBusiness International*, April, No. 177, 15.

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