

## **TODD MERTON**

Ewing, NJ

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### **Employment History**

#### **ECHL Professional Hockey League; Princeton, NJ**

*Director of Marketing & Licensing*

*November, 2012 – Present*

- Report directly to League Commissioner with responsibility for all marketing, licensing, sponsorship sales and special events for the ECHL
- Manage 50+ licensees in jerseys, apparel, headwear, hardgoods, and entertainment categories
- Negotiated League licensing agreements with Marvel Entertainment, Warner Bros and Nickelodeon
- Create and maintain department budget
- Maintain monthly royalty reports and collection efforts, serving as point-person for all license renewal and new license negotiations
- Direct all 27 team Presidents, buyers and retailers on all licensing programs and compliance requirements
- Coordinate and execute annual licensee trade show
- Analyze retail reports to identify trends and implement sales strategy adjustments
- Solely responsible for the review and approval of all licensed products, publications and marketing materials featuring both League and Member Team trademarks
- Work with legal department to monitor league trademark infringement and issue cease and desist correspondence when necessary
- Manage League relationship with Professional Hockey Players Association on all player likeness licensing agreements
- Directly responsible for all aspects of exclusive on-ice and retail jersey program with CCM including all design changes, order deadlines and final approval for all 27 teams
- Execute and manage all league partnership agreements in 27 markets
- Create and maintain all sales materials for licensing and corporate partnership initiatives
- Create performance reports for all league partners for all events including Regular Season, All-Star Game, Hall of Fame Induction Ceremony, and Playoffs
- Create and approve art for all partner signage, TV/radio and spots, and in-arena messaging
- Oversight of League Events including All Star Game, Board of Governor's Meetings and Annual Sales, and Marketing & Communications Meeting

#### **True North Events LLC / TrueNorthOutlet.com; Pennington, NJ**

*Director of Operations*

*November, 2011 – November, 2012*

- Designed, managed, and maintained Deal-A-Day web company dedicated to lacrosse equipment and apparel including marketing, promotion and business development
- Negotiated purchase agreements with manufacturers / retailers to secure product offerings

#### **Florida Panthers NHL team; Sunrise, FL**

*Director, New Business Development & Corporate Sales*

*May, 2011 – November, 2011*

- Developed and executed 6-figure proposals and contracts with national brands
- Managed prospecting events throughout the South Florida marketplace
- Worked across sales, marketing, and legal departments to ensure feasible partnerships

**Texas Stars AHL team; Austin, TX**

*Senior Director, Corporate Sales*

*April, 2010 – May, 2011*

- Managed online, radio, and social media sales initiatives, leading the sales team and overseeing department's day-to-day operations
- Increased revenue to \$3.1M while decreasing operating costs

**South Carolina Stingrays ECHL; Charleston, SC**

*Director of Corporate Sales, Merchandise & Game Operations*

*June, 2006 – April, 2010*

- Secured and retained corporate sponsorships on local, regional and national level
- Created and executed sales events targeting key business owners
- Developed and maintained profitable merchandise program
- Responsible for all Game Day operations and 20 Game Day employees

**Under Armour Canada Inc.; Markham, ON**

*National Sales Manager*

*November, 2003 – January, 2006*

- Joined as the second member of the UA Canada team, responsible for management and growth of nationwide independent retailer network and sales representatives
- Developed merchandising programs to maximize brand footprint in all retail locations
- Managed brand awareness and development among independent retailers nationwide
- Worked directly with National Sales Reps to ensure brand strategy in the Canadian market
- Developed strategic plans to meet revenue targets and consistently increase sales
- Coordinated with 3<sup>rd</sup>-party accessory licensees on product offering, service, and forecasting
- Led the forecasting of monthly sales revenues and production needs
- Delivered product presentations to retailers
- Represented the company at annual tradeshows

**Toronto Blue Jays MLB Team; Toronto, ON**

*Corporate Sales Executive*

*January, 2000 – April, 2003*

- Generated \$800K with a client base of 100 companies
- Managed Sales teams and ran business-to-business functions

**Additional Work Experience**

**London Werewolves Baseball Team; London, ON**

**Rocky Mount Rockfish Baseball Team; Rocky Mount, NC**

**Lakeland Tigers Minor League Baseball Team; Lakeland, FL**

**Education**

**Southern New Hampshire University; Manchester, NH**

*Bachelor of Science in Sport Management*

*1997*

(Full scholarship for baseball)

**References available upon request**