**Tim Sears**  
3600 Broadsword Rd

Winston-Salem, NC 27104  
770-617-6495  
tsears3@gmail.com

*“It is with full endorsement and without hesitation that I recommend Tim.  He has extensive problem-solving skills and customer management experience and was a valued part of the organization. Tim has a strong business acumen, but the most impressive thing about Tim is the way he interacts with customers, peers and executives.  Everyone loves Tim!! He is driven and is the definition of team player and adds value to the overall organization.”*

*-Lauryn Turner, Vice President at Varsity Brands*

PROFESSIONAL EXPERIENCE

**Regional Director**

**Varsity Brands** (*Winston-Salem, NC, May 2017 – May 2020*)

*Revenue generated:*

* + 2019: $5.8 MM (109% of annual goal)
  + 2018: $4.9 MM (187% of annual goal)
  + 2017: $484,000 (97% of annual goal)

*Primary responsibilities:*

* C-level strategic partnership development and liaison between large companies, colleges/universities, high school districts, third party vendors and “1099” sales contractors;
* New business development and cross-selling for:
  + BSN Sports ($500 MM annual revenue)
  + Herff Jones ($1B annual revenue)
  + Varsity Spirit ($1.35B annual revenue)
* Internal customer management leading collaboration for our suite of companies;
* External customer management as Team Lead at all sales meetings and presentations;
* Analyze accounts within territory to identify opportunities to increase sales and market share;
* Presenter at conferences and conventions on behalf of the enterprise;
* Build lasting partnerships to maintain existing customer base and future expansion of market share;

**General Manager**

**Learfield Licensing Partners** (*Winston-Salem, NC, June 2012 – April 2017*)

*Revenue generated:*

* + 2016: $2.89 MM (21% annual growth)
  + 2015: $2.38 MM (53% annual growth)
  + 2014: $1.55 MM (5% annual growth)
  + 2013: $1.47 MM (32% annual growth from previous year)

*Primary responsibilities:*

* Responsible for P&L of LRG Prep LLC, a division of Learfield Licensing Partners, generating more than $40 MM in retail sales through national big box retail chains;
* Cultivate strategic partnerships with National Federation of State High School Associations (NFHS) and National Interscholastic Athletic Administrators Association (NIAAA), as well as 50 state activities associations;
* Cultivate strategic partnerships with more than 100 licensed manufacturers covering multiple product categories, including Nike, Under Armour, Russell, Wilson, Spalding, Champion, Rawlings and many others;
* Cultivate strategic partnerships with corporate buyers and marketing contacts at big box retailers including Walmart, Target, Dollar General, Walgreens, CVS, HEB, Kroger, Publix, Dick’s Sporting Goods, Hibbett Sports, The Sports Authority, Dunham’s Sports and others;
* Manage retail development and branding for more than 5,600 customers;
* Develop and maintain social media marketing campaigns via Facebook, Instagram, Twitter;

**Account Executive & Trademark Licensing Manager**  
**Vineyard Vines** (*Stamford, CT*, *January 2007 – June 2012*)  
*Primary responsibilities:*

* Responsible for P&L of Vineyard Vines’ licensing division growing annual sales revenue from less than $100,000 to more than $6 MM in five years;
* Develop strategic partnerships with manufacturers, retailers, branding companies, independent sales reps, third party vendors, licensing and marketing agencies;
* Oversee licensing and sales of intellectual properties, including MLB, NFL, NHL, PGA TOUR, Kentucky Derby, and more than 200 colleges/universities;
* Negotiate all licensing deal points and contracts;
* Serve as liaison to domestic manufacturers to ensure production standards are met;
* Analyze revenue and profitability by brand and product category;
* Lead brand extension into new product categories and distribution channels;
* Ensure all factories and production is in compliance with the Fair Labor Association (FLA);
* Contract negotiation;

**Retail Marketing Manager**  
**The Collegiate Licensing Company** (*Atlanta, GA*, *November 2000 – December 2006*)  
*Primary responsibilities:*

* Cultivate strategic partnerships with national, regional, and local retail buyers to increase retail shelf space;
* Brand development and royalty generation for more than 200 colleges/universities
* Cultivate strategic partnerships and serve as liaison between licensees and retailers to ensure appropriate product development and retail distribution;
* Trademark enforcement to prevent counterfeit products in the marketplace;
* Develop end-consumer marketing programs to increase retail presence;
* Media relations;
* Draft and distribute all company press releases;

**Public Relations Director**  
**Asheville Smoke Pro Hockey** (*Asheville, NC*, *August 1999 – November 2000*)  
*Primary responsibilities:*

* Media relations
* Graphic design of all collateral materials
* Advertising and ticket sales;
* Direct all community relations;
* Youth hockey program manager;
* Supervisor of more than 10 officials, statisticians, and interns;

EDUCATION

**Bachelor of Science, Education**  
University of Tennessee - Knoxville  
August 1999, 3.17 GPA

Major: Sport Management

Minor: Business Administration

Proficient: Microsoft Office, G Suite, Bluecherry, SalesForce

HOBBIES AND ACTIVITIES

**Winston-Salem National Little League**: Volunteer Baseball Coach and Board Member

**William G. White Jr. Family YMCA**: Volunteer Basketball Coach

**1st Presbyterian Church, Winston-Salem:** Volunteer High School Youth Leader and Mentor