
Will Norton

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Passionate, award-winning sports management professional. Deep knowledge of the commercial sports industry stemming from management roles in sports agency, property, and academic industry segments. Creative, entrepreneurial leader with proven revenue-generating track record, strong inter-personal communication skills.

PROFESSIONAL EXPERIENCE

University of Massachusetts Amherst, Isenberg School of Management Amherst, MA

Mark H. McCormack Department of Sport Management Faculty

Director of Graduate Programs Sept '21 – Present

- Director of top-ranked sport management graduate programs (MBA/MS, MS), leading admissions, marketing, industry relations, alumni relations and curriculum development functions.

Director of the McCormack Center for Sport Research & Education Sept '16 – Present

- Director of *The McCormack Center*, an inter-departmental agency arm operating revenue-generating programs that service sport leagues, institutes, and students globally
- Brokered and/or managed global partnerships with global sport management stakeholders: J. League and Pacific League Marketing (Japan), India On Track's Global Institute for Sports Business (India), UNINOVE master's program (Brazil)
- Provided best-in-class educational and consultative services anchored in strategic sport management theory, tailored for international sport ecosystems
- Launched *McCormackCenter.com*, a branded digital education platform focused on revenue generating sport business case studies, e-books, white papers, and educational live streaming options

Senior Lecturer Sept '15 - Present

- Full-time faculty member at #1 globally ranked Mark H. McCormack Department of Sport Management. Graduate and undergraduate instructor of course on sport sponsorship, digital media, economics, finance
- Faculty advisor for MBA Practicum projects: three month long sport industry consulting projects. Source project briefs and advise scopes of work from ideation through implementation with clients such as Under Armour, USOPC, Bank of America, Oak View Group, Madison Square Garden, New York Red Bulls
- Direct Departmental marketing campaigns in concert with Isenberg Marketing & Communications, focusing on SEO, Google Ad Words, and annual advertising and recruitment goals
- Winner of the 2019 Isenberg Teaching Excellence Award. Nominated for 2017, 2018 and 2020 cross-campus TEFD Outstanding Teaching Award

Epsilon – Marketing & Sponsorship Specialist Wilton, CT

Management Supervisor Jan '15 – Sept '15

Account Manager Jul '12 – Jan '15

- Account and creative management duties across 3 agency accounts: Nestle Waters North America, Organic Valley, Benjamin Moore. Responsible for ideation, sell through, and execution of integrated marketing campaigns across a range of marketing channels: digital, out of home, shopper, experiential, consumer promotions, cause-related, events and sponsorships
- Sponsorship specialist managing and implementing agency strategy for \$15M+ sponsorship portfolio on Nestle Waters business. Agency lead for ROI measurement, contract negotiations, activation, client management, year-over-year improvement goals. Lead communicator for Epsilon in all inter-agency sponsorship meetings
- Account lead for award-winning agency campaign: Poland Spring's 2014 B.A.A./ Boston Marathon partnership with victim relief fund The One Fund Boston (awarded *Chief Marketer's GOLD PRO Award* for Outstanding Regional Campaign)

- Managed members of client’s marketing, sponsorship, and direct-to-consumer business channels to deliver integrated communication strategies. Balanced account revenue goals, managed financial reconciliations
- Partnership deals under management: Boston Red Sox, New York Yankees, Texas Rangers, St. Louis Cardinals, New York City Marathon, Boston Marathon, LA Marathon, Rock-n-Roll Marathon Series, The One Fund, Universal Studios Orlando/Hollywood, Austin City Limits, Lollapalooza, Governor’s Ball
- Actively managed 3-5 direct reports, delegating cross-functional tasks and reporting upwards to senior management team

Boston Celtics

Boston, MA

Corporate Partnerships & Business Development Intern

May ‘11 – Sept ‘11

- Designed new and existing sponsorship development programs for internal sales and activation teams
- Leveraged syndicated research databases to cultivate new business leads, and customize client pitches
- Activated deals for Celtics’ sponsorship, community relations, and Shamrock Foundation business units
- Calculated measurement and valuation figures for property reporting database, creating new departmental metrics to more closely align property and brand marketing objectives

STATS PERFORM (formerly STATS, LLC)

Chicago, IL

Operations Data Analyst

Apr ‘07 – Sept ‘10

- Statistician and lead data analyst delivering best-in-class insights to a diverse range of media and commercial sports properties: FOX Sports, Associated Press, NCAA, NBA, NFL, MLB, La Liga
- Client communication lead on SportVu optical tracking NBA partnership, coordinating team specific solutions and in-stadium tech buildout
- Major League Baseball Video Scout: Responsible for game data collection, analysis, and software formatting for assigned MLB games (2007 – 2011)
- National Football League Reporter: Responsible for NFL X-Info software build, data collection, and schematic analysis (2007 – 2011)
- Assisted sales & marketing department with development and presentation of new data-centric initiatives for teams and media clients at 2008 and 2009 MLB Winter Meetings
- Managed testing and implementation of STATS’ new software buildouts with STATS’ India team

EDUCATION/TRAINING

University of Massachusetts, Isenberg School of Management

Amherst, MA

Master of Business Administration (MBA) & Master of Science in Sport Management (MS); 2012

The College of Wooster (OH)

Wooster, OH

Bachelor of Arts, Political Science/International Relations; 2006

SKILLS

- Proficient with Microsoft Office Suite, Qualtrics Enterprise Survey Software
- Proficient with Sales Force CRM enterprise software
- Experience with CPG brand building exercises and equity campaign development
- Analytical writing, public speaking and presentation skills a distinct strength
- Collaborative team player with excellent people skills and approachable management style