

ED WARD P. LYNCH

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PROFESSIONAL OVERVIEW

Seasoned, strategic, and principled sales and marketing leader with a proven track record of capitalizing on opportunities, solving problems and growing businesses. Demonstrated experience and success in leveraging analytics, business development, strategic partnerships, creative, production, brand content, and digital/social/traditional media. Solid track record of dynamic leadership and experience in big idea creation, media sales, sponsorship strategy, promotion development, retail/package goods consulting, event marketing, licensing, client management and partnership marketing. Detail oriented executive with sound business demeanor, excellent reputation and extensive industry relationships with bottom line focus.

Practitioner of team-first approach; attentive motivator; passionate, scrappy, and curious contributor.

Expert in:

- Business Development
- Sponsorship & Media Negotiations
- Strategic Partnerships
- Client Relationship Development
- Client Relationship Management
- Consumer Journey
- P&L Management
- Media Measurement & Analytics
- Project Management
- Branding & Creative
- Strategic Thinking
- Negotiations and evaluation

BUSINESS EXPERIENCE

Wicked Sports Marketing | CEO/President | Boston, MA | 5/17 - present

Client: MVP Index Social Media Measurement

- Leading new business efforts in the New England market
- Targeting established relationships to deliver new business
- Working with the sales team on strategic accounts to drive revenue

Client: CMP/Drillstack

- Acting COO of both companies
- Manage staff of 20 from idea to launch of sports social media app
 - P&L responsibilities of a \$1.5 start up, HR, development, design and creative along with day to day management of company
- Coordinated and sold launch of MLBPA World Series program called Infield Chatter
- Developing new business via sponsorship and media sales for Global Women's Golf Day (womensgolfdays.com)

VER/PRG | Director of Business Development | Boston, MA/NYC | 12/15 - 5/17

- Created a new business vertical within the company focused on the sports eco-system while targeting sports leagues and media agencies
- Generated new revenue streams via full service contracts that VER hadn't executed in the past
- Called on and introduced VER to an entirely new business base that is now fully aware of VER as an option in the technology space
- Reached all KPIs and all revenue goals set out for this role while piloting a new business vertical in full service production.
- Company filed Chapter 11 and was sold to PRG

Gannett/USA Today Sports Media Group | Sr. Director Sports Marketing & Partnerships
Boston, MA/NYC | 5/12 - 12/15

- Focused on selling the Gannett media assets to clients leveraging sports i.e print, digital, mobile
- Responsible for business development across leagues, networks, ad agencies and social media.
- Exceeded annual sales goals and built the USA Today Sports new business story via industry outreach
- Managed all league, network and sports agency relationships and responsible for leveraging these partnerships into revenue.
- Sold the naming rights to the USA Today Coaches Poll and Trophy for Amway in a 5 year integrated marketing and media deal

Net Jets/MGX Lab | VP Business Development | Boston, MA | 2010 - 2012 (2 year contract)

- Conducted business development for MGX Lab while working with AOL/Patch on the launch of PATCH with CEO.
- Worked on launching new businesses via new business introductions, partnerships and sales leads

Sentient Jet, LLC | VP Business Development, Sports | Boston, MA | 2005 - 2010

- Responsible for negotiating and managing all sports related media, league and team partnerships, sponsorship evaluation and execution, PGA TOUR, NASCAR, MLB.
- Managed nearly 5mm in annual revenue generated by PGA TOUR players and NASCAR drivers
- Accountable for our PGA TOUR partnership/sponsorship and generating revenue associated with it. Grew program from 1 TOUR player to 60 in 2 years.
- Responsible for increasing revenues from \$50,000 to \$4mm in 2 yrs

All Access Sports & Event Marketing | Principal | Boston, MA/Palm Beach, FL | 2002 - 2005

- Managed all aspects of revenue generation and business development while cultivating current client's relationships.
- Secured and negotiated network TV deals for made for TV celebrity golf events Michael Jordan Celebrity, Derek Jeter and Michael Douglas Celebrity Tournaments.

Sports Illustrated | Director of Sports Marketing and Promotions | New York, NY | 2000 - 2002

- Crafted strategically sound integrated media programs that generated \$30mm annually by working closely with the clients that allowed them to maximize their advertising investment while advising them on how to leverage marketing rights they possess.
- Managed staff of four that fulfilled RFP's, conducted research and created strategically integrated programs while supporting a sales force of forty in eight offices nationally.
- Responsible for managing all League and Sports Agency relationships while developing revenue generating media programs for the sales force.

Major League Baseball Players Assoc | Director of Marketing and Promotions | New York, NY
1999 - 2000

- Crafted and executed a strategic business plan designed to accomplish goals and objectives.
- Generated revenues by securing corporate partnerships. Delivered a significant portion of the department's revenue (\$40mm) while increasing the consumer awareness of the MLB players.
- Developed marketing programs for potential sponsors who incorporated a wide range of sponsorship, media, licensing and promotional elements.

Major League Soccer | Director, National Business Development | New York, NY | 1998 - 1999

- Responsible for generating revenues through securing new corporate partnerships and media sales.
- Delivered a significant number of new sponsors while increasing the corporate branding and consumer awareness of the league.

ProServ, Inc | Director of Client Business Development | Washington DC | 1996 - 1998

ProServ, Inc | Director of Sales & Marketing/ Corporate Consulting | Atlanta, GA | 1990 - 1999

EDUCATIONAL / ASSOCIATIONS

- University of Minnesota - Duluth May 1990
- Bachelor of Arts in Communications, Minor: Psychology

BOARDS & TEACHING S

- Boston/NYC Board member of National Sports Marketing Network (1999 - present)
- Founding Board member of Golf Fights Cancer www.golffightscancer.org
- Ambassador for Family Reach Foundation www.familyreach.org
- Plunger in Joey's Polar Plunge for Camp Sunshine www.campsunshine.org
- Advisory board member American Soldier Network www.americansoldiernetwork.org
- Adjunct professor Nichols College (Sports Marketing and Management course)