

David M. Carter

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CONSULTING EXPERIENCE

The Sports Business Group

**Los Angeles, CA
January 99 - Present**

Founded the Sports Business Group in 1999 following more than ten years of consulting for the sports and entertainment industries. Specializing in strategic marketing, the Sports Business Group provides consulting services to corporations, sports organizations, athletic venues, law firms, individual athletes, universities, and national media concerns.

Corporate & Sports Management Consulting

The following is a representative, rather than exhaustive, list of the Sports Business Group's clientele:

- Anaheim Arena Management Company
- Anaheim Ducks
- Brand Management Group
- Bryan Cave LLP
- Chicago Dogs Baseball
- City of Anaheim
- City of Los Angeles/Community Redevelopment Agency
- Club Deportivo Chivas USA
- Gains Group
- Hammes Company/Majestic Realty
- Park Lane
- Peter Guber
- Rose Bowl Operating Company
- Rypplzz, Inc.
- Shane Mosley (Lightweight/Welterweight Boxing Champion)
- Spotlight Ticket Management
- Tichenor & Associates
- Tiffany & Co.

Litigation Support

Provided sports business consultation to the legal community. Designated as an expert witness or case strategist/consultant in the following cases:

- Ben Dogra v. CAA Sports, LLC
- Allstate Life Insurance Co. v. Robert W. Baird & Co. Inc., et al
- Francisco Garcia v. Ledraplastic S.P.A.
- Weddle v. Bayer Healthcare LLC, et al
- Olsen v. Asbestos Companies, et al
- Hardy v. AdvoCare International, L.P.
- Club Deportivo Chivas USA v. American Honda Motor Car Co.
- Glatch v. Zeughauser

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Litigation Support (continued)

- Luchs v. Darroll
- Action Performance Companies v. CART Licensed Products/CART, Inc.
- Artists Management Group v. Advantage Marketing Group
- Oakland Alameda County Coliseum Authority v. Golden State Warriors
- Paul Stankowski v. Bugle Boy Industries
- O'Hearn v. Podracky/Hillcrest Gym and Fitness Center

ADDITIONAL CONSULTING EXPERIENCE

Strategic Marketing

**Los Angeles, CA
April 97 – Dec. 98
April 89 - March 96**

Prior to the incorporation of the Sports Business Group, provided strategic direction and market planning for corporations, management companies, and financial and academic institutions through a self-established, self-managed consulting business.

Analyzed the financial and marketing management industries for businesses and organizations to develop detailed strategic plans, competitive analysis, and market segmentation for the sports management industry. Corporate clients included:

- Edgeworth & Associates
- First Interstate Bank of California
- Mandalay Sports Entertainment
- Olympic National Bank
- Parks, Palmer, Turner & Yemenidjian
- Robertson, Grieger & Thoele
- Wolf, Rifkin & Shapiro

Developed integrated marketing and business advisory programs for collegiate and professional athletes, as well as university athletic departments. This clientele included:

- University of California, Los Angeles
- University of Southern California
- California State University, Long Beach
- More than 30 collegiate and professional athletes

Litigation Support

Provided sports marketing consultation to the legal community. Designated as an expert witness or case strategist in the following cases:

- Joe Montana v. Sega of America
- Dick Butkus v. Champion Sports & the NFL Alumni

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ACADEMIC EXPERIENCE

University of Southern California

Los Angeles, CA
September 1994 - Present

Currently:

- Associate professor of sports business at the Marshall School of Business

Previously:

- Served as executive director of the USC Marshall Sports Business Institute from 2005-2019
- Served as an instructor at the Marshall School of Business; scope of teaching responsibilities included academic courses on the following topics during the academic years 1994 to 2004:
 - The Business of Sport
 - Strategic Planning for the Sports Industry
 - Principles of Sports Management
 - Marketing Principles for Sports Management

Publishing

Author of four books about the sports business industry:

“Money Games: Profiting from the Convergence of Sports and Entertainment”
Stanford University Press; publication date: November, 2010.

“On The Ball: What You Can Learn about Business from America’s Sports Leaders”
Financial Times Prentice Hall (co-authored); publication date: February, 2003.

“Keeping Score: An Inside Look at Sports Marketing”
Oasis Press; publication date: January, 1996.

“You Can’t Play the Game if You Don’t Know the Rules”
Impact Publications; publication date: April, 1994.

MEDIA EXPERIENCE

Provide by-request marketing and financial analysis of the sports and entertainment industries for local, regional, and national media concerns.

- Conduct, on average, approximately 200 TV, Print, and Radio Interviews Per Year

Served as sports business commentator from July, 2004, through June, 2007, for:

- NPR’s *Marketplace Morning Report*

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MEDIA EXPERIENCE (continued)

Authored well in excess of 50 first-person commentaries and op/eds while serving as a periodic contributor to the following:

- *Business Week*
- *Fields of Green*
- *Sports Business Journal*
- *Los Angeles Business Journal*

EDUCATION

University of Southern California

- Master of Business Administration, concentration in Finance, 1991
- Bachelor of Science, Business Administration, concentration in Marketing and Finance, 1986

ADDITIONAL ACTIVITIES & COMMUNITY SERVICE

- Member, Board of Directors, Special Olympics Southern California
- Member, Advisory Board, Los Angeles Kings
- Member, Advisory Board, Los Angeles Sports & Entertainment Commission