

**Webb Durham III**  
**(“Trip”)**

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**SUMMARY**

Professional Sports Executive with twenty (20) years of experience in building winning sales and management initiatives. Well-rounded background including experience in corporate partnership sales and service, ticket sales and service, ticket operations, student engagement, broadcast sales and operations, advertising campaigns, promotions, event production, media relations and stadium operations. Significant experience in broadcast operations in both television and radio and noted success in developing community relationships and partnership programs that benefit the residents and business professionals of the region.

**PROFESSIONAL EXPERIENCE**

**2D Consulting**  
*CEO*

January 2010- present

- ◆ Establish partnerships with NCAA Division I, II, III and NAIA institutions and conferences to assist with assessment and solutions in the areas of athletics external relations, areas that include, but are not limited to: marketing, branding, community relations, communications, revenue generation and media
- ◆ Evaluate, discover and report on the opportunities presented at each campus and for each conference while working with the athletic director and commissioner in creating and implementing branding and marketing plans
- ◆ Manage branding and event operations initiatives for both non-profit and for-profit sports properties, duties which include, but are not limited to: RFP document generation, sponsor fulfillment, staff coordination, game logistics, and broadcasting
- ◆ Serve as a liaison with between the sports properties and the constituents they serve with a focus on relationship management and revenue generation while maintaining stability and growth of the partnership

## **Elon University**

*Associate Athletics Director*

*Assistant Athletics Director*

*Director of Marketing and Promotions*

May 2005 – May 2009

March 1998 – October 2004

May 1995 - March 1998

- ◆ Responsible for working with great focus to promote the very best business practices in college athletics today resulting in revenue generation of over \$500,000, utilizing corporate inventory that included, but was not limited to: broadcast commercial spots, venue signage, print advertising, event sponsorship and unique programs
- ◆ Developed a reputation amongst the business community of the Piedmont Triad, one that is built on trust and confidence that the sponsorship elements agreed upon would be executed with style and to the expectation of the client
- ◆ Planned for and activated programs which strengthened the brand of the Athletics Department, including service on an organizing committee for a new mascot, leading the department staff in the communication of a consistent message of the Athletic brand and consulting with various groups on campus to maintain the integrity of the Athletic mark
- ◆ Established relationships with the public school system, non-profit arts and service organizations as well as Parks and Recreation departments and other segments of the community to create an affinity with the Athletics Department
- ◆ Worked closely with league officials in the South Atlantic Conference, the Big South Conference and the Southern Conference in developing advertising campaigns, sales protocol, best practices for marketing as well as creating radio and television advertising pieces
- ◆ Sat as a member of the Senior Staff team, providing recommendations for event operations, public relations, fan retention, service and activation, department growth in the area of personnel, media partnerships, revenue generation, ticket sales and fundraising
- ◆ Worked closely with other offices on campus, including Purchasing, Physical Plant, Student Life, Auxiliary Services, Orientation, Technology, Public Safety and Police, Human Resources, ARAMARK, Religious Life, Campus Recreation and others in developing programs that enhance not the only the operation of their departments but to satisfy the mission statement of the Athletics Department as well
- ◆ Developed and executed all athletics promotional activities as they pertain to media and product purchases, special home event activities, and public relations
- ◆ Direct reports that included the Director of Web Services, the coach for Cheerleading and the coach for Dance as well as numerous part-time and student employees, ultimately totaling over (15) people during any given academic year
- ◆ Mentored and advised numerous student groups with examples of: the athletics spirit organization, a unit of the Leadership research program, and (seasonal interaction with) New Student Orientation
- ◆ Led the research and development of the new Athletics website; a process which required gathering information about hosting the site on-campus (as opposed to a third-party vendor), organizing a committee for design concepts and end user expectations as well as development of a plan to communicate the existence of the new site
- ◆ Developed and executed marketing plans to promote Elon Athletics through football, men's and women's soccer, volleyball, men's and women's basketball, baseball, softball and men's and women's tennis
- ◆ Co-Coordinated and co-produced all home event management operations for 16 NCAA, Division I sports (over 1,200 events in fourteen years of service to the institution)
- ◆ Initiated, developed and maintained new projects for New Media and organized and supervised a team to lead the execution of content through the mediums of stadium video board and the Athletics website (the delivery of audio and video content)

- ◆ Served as an Executive Producer in the production of a weekly ESPN2 sports magazine show for Elon University and served as the university liaison with Time Warner Cable to negotiate terms of the contract and to insure execution of all contract elements
- ◆ Executive Producer and play-by-play announcer of Elon University's commercial radio broadcasts for football and men's basketball.

**Winston-Salem Spirits Professional Baseball Club**

*Director of Event Operations*

October 1991 - September 1994

- ◆ Establishing corporate accounts and generating advertising revenue for the department for three years, executing each detail of every contract, and servicing all accounts
- ◆ Developing and executing all promotional concepts as they pertain to media and product purchases, special game event activities, and public relations
- ◆ Assisting the General Manager in working with the City and contracted officials in a \$1.2 million stadium renovation project
- ◆ Hiring all part-time personnel, including many high school and college students, while maintaining daily supervision of employees and their duties and payroll
- ◆ Coordinating all marketing, promotional, and operational activities for the 1993 Carolina League All-Star Game

## **ADDITIONAL INDUSTRY EXPERIENCE**

<b>Public Address Announcer</b> <b>Duke University Football, Basketball, Volleyball</b>	August 2009 - present
<b>Public Address Announcer</b> <b>Atlantic Coast Conference Women's Basketball</b>	2009 Tournament 2010 Tournament 2011 Tournament
<b>Public Address Announcer</b> <b>Atlantic Coast Conference Men's Basketball</b>	2011 Tournament

## **VOLUNTEER EXPERIENCE**

<b>National Association of Collegiate Marketing Administrators</b>	
Board of Directors	June 2000 – June 2007
President	July 2007 – July 2008
Past President	August 2008 - present
<b>Alamance County Area Chamber of Commerce, Sports Development Council</b>	
Council Member	July 1999 - present
Past Chair	July 2002 – June 2004
<b>Alamance County Area Chamber of Commerce, Membership Council</b>	
Council Member	May 2007 – present
Past Chair	2011
<b>Salvation Army Boys and Girls Club</b>	
Board of Advisors	July 2007 – December 2010
<b>City of Burlington Traffic Commission</b>	
Commission Member	July 2009 – July 2010

## **EDUCATION**

East Carolina University, Greenville, North Carolina Bachelor of Science Degree in English	December 1990
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## References

Dr. Alan White  
Director of Athletics, Retired  
Elon University  
336.584.5292

Mr. Gary Sobba  
General Manager  
Tar Heel Sports Marketing  
919. 419.8100 (ext. 2070)

Mr. Keith Strickland  
Senior Vice President/Market Executive  
Carolina Bank  
336.506.1021

Mr. Jimmy Brumley  
Owner/Operator  
PIP Printing  
336.222.0717

Kristin McMillan Kong  
Guest Service Operations Manager  
Walt Disney World  
321.438.3885