

Webb Durham III
(“Trip”)

510 Fountain Place
Burlington, NC 27215
336.229.6699 (h)
336.264.7550 (c)
tdurham2@triad.rr.com
www.tripdurham.com

SUMMARY

Professional Sports Executive with almost 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

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

VOLUNTEER EXPERIENCE

National Association of Collegiate Marketing Administrators

Board of Directors June 2000 –June 2007
President July 2007 – July 2008

Alamance County Area Chamber of Commerce, Sports Development Council

Council Member July 1999 - present
Past Chair July 2002 – June 2004

Alamance County Area Chamber of Commerce, Membership Council

Council Member May 2007 - present

Salvation Army Boys and Girls Club

Board of Advisors July 2007 – present

City of Burlington Traffic Commission

Commission Member July 2009 - present

EDUCATION

East Carolina University, Greenville, North Carolina
Bachelor of Science Degree in English

December 1990

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. 104)

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

Mr. Jimmy Brumley
Owner/Operator
PIP Printing
336.222.0717

Mr. James Companion
Associate Commissioner
Big South Conference
704.341.7990

Kristin McMillan Kong
Guest Service Operations Manager
Walt Disney World
321.438.3885