

James L. Breeding

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PROFESSIONAL SUMMARY

- Twenty years of experience as a sports business professional focused on increasing corporate profitability, resource management and generating revenue
- Extensive experience fundraising, building and managing a non-profit sports league for special needs athletes
- NCAA Division I men's basketball official

PROFESSIONAL EXPERIENCE

University of Louisville, College of Education and Human Development

Clinical Assistant Professor, August 2021 - present

- Instructor for undergraduate and graduate level courses in Sport Administration Department
- Concentration in Financial Principles in Sport, Legal Aspects of Sport and Sport Management and Leadership

Northwestern Mutual Financial Service

Financial Advisor, June 2018 – August 2021

- Provide comprehensive financial planning strategies to individual and corporate clients
- Identify, prospect and sell investment and insurance products through in-person meetings and sales presentations to corporations and individuals
- Series 6 and 63 investment licensed
- Life and Health insurance licensed

Miracle League of Louisville

Executive Board Secretary, September 2014 – present

- Lead role in fundraising efforts to construct \$1.8 million Miracle League baseball field and playground at Fern Creek Park in Louisville, KY
- Responsible for fundraising presentations to sponsors and potential donors
- Write proposals and grant requests to secure private and public funds for capital project and ongoing league operations
- Advise league executive director on schedules, volunteer program and health/safety protocols

Louisville Bats Professional Baseball Club

Chief Operating Officer, October 2014 – June 2018

- Responsible for strategic oversight of business operations for the Triple-A affiliate of the Cincinnati Reds
- Evaluate operations, performance and efficiency of multiple departments
- Oversee allocation of business resources

Vice President of Sales, March 2010 – October 2014

- Coordinate sales and fulfillment of corporate sponsorships, luxury suites and ticket plans generating over \$6.1 million annually
- Identify, research and implement creative ways to increase revenue and profit margins
- Assess competitors' products to develop strategies to increase market share
- Manage and evaluate 18-person corporate sponsorship and ticket sales staff
- Create and implement sales strategies, training and development programs

Director of Ticket Sales, September 2003 – March 2010

- Oversee all aspects of season, group and single game ticket sales
- Train, manage and evaluate 14 full-time ticket sales representatives and box office staff
- Work closely with Ticketmaster and TicketReturn to facilitate and grow on-line sales
- Coordinate internship program, hiring, training and course evaluations

Director of Group Sales, January 2000 – September 2003

- Manage group ticket sales, corporate outings and catered events at Louisville Slugger Field
- Coordinate catered events and group reservations with Centerplate concessions and catering
- Responsible for booking and tracking nightly luxury suite rental

Sales Representative, March 1998 – January 2000

- Prospect and cold call for season and group tickets at Cardinal Stadium for 1998-99 seasons
- Pre-sell multi-year season ticket packages for opening of Louisville Slugger Field
- Sell group outings, nightly luxury suite rentals and single game tickets

United States Air Force

Communication and Navigation System Specialist, September 1990 – December 1996

- Inspect, repair and modify communication/navigation components on cargo airplanes
- Act as a unit quality assurance and safety inspector by evaluating maintenance actions for accuracy, safety and timeliness
- Supervise, train and assess four communication/navigation apprentices

EDUCATION

Louisiana State University, Shreveport, LA

Master of Business Administration with Finance Specialization, March 2021, GPA 4.0

University of Louisville, Louisville, KY

Bachelor of Science degree with highest honors, December 1998

Major: Sport Administration / Minor: Mathematics, GPA 3.95

Community College of the Air Force, Maxwell AFB, AL

Associate of Applied Science, March 1995, GPA 4.0

TEACHING / LECTURE EXPERIENCE

- University of Louisville full-time instructor, 2021 – present
 - SPAD 489 Legal Aspects of Sport Sport
 - SPAD 404 Financial Principles of Sport
 - SPAD 382 Sport Management
- University of Louisville Sport Administration Guest Lecturer, 2004 - 2021
 - Administration of Intramural Activities
 - Career Development in Sport Administration
 - Internship in Sport Administration (partner program with Louisville Bats)
 - Management of Professional Baseball
 - Sport Management and Leadership
 - Sport Marketing
 - Sports Officiating
 - Sports Promotion and Sales (partner program with Louisville Bats)
- Northwestern Mutual Leadership Seminar: Empathy in Leadership, 2020
- U.S. Army IMCOM Europe: Managing Major Moments, 2020
- Collegiate Officiating Consortium: Fundamentals of Financial Planning, 2020
- Elite Officials Association: Building a Foundation for Success, 2020
- Kentucky Intramural Sports Directors Meeting: Training and Developing Officials, 2019
- NASO Sports Officiating Summit: Leadership On and Off the Floor, 2017
- Big 12 Men’s Basketball Officials Training: Perils of Success, 2015

HONORS / AWARDS

- Selected to officiate NCAA Men’s Division I Basketball Final Four in 2019
- Awarded 2018 Northwestern Mutual Louisville Regional office “Rookie of the Year” award for revenue performance
- Most Outstanding Graduate, School of Education, University of Louisville, 1998
- Twice awarded the Air Force Commendation Medal, Air Force Achievement Medal, and the Southwest Asia Service Medal
- Most Outstanding Graduate, United States Air Force Leadership/Management School, 1994

SKILLS

- Excellent verbal and written communication skills
- Advanced proficiency in sales training and presentations
- Experienced public speaker on leadership, sales, finance and sports officiating topics
- Extensive experience in fund-raising and grant writing for non-profit organization
- Proficient in Zoom, GoToMeeting and Ring Central remote presentation platforms
- Microsoft Windows, Word, PowerPoint, Excel, Outlook
- Goldmine (Contact Management System)
- Ticketmaster, Ticketmaster PCI, TicketReturn