

# **Susan O'Malley, J.D.**

**Education:**                    **Georgetown University Law School**  
**Washington, DC**  
**Juris Doctorate**  
**May, 2007**

**Mount Saint Mary's College**  
**Emmitsburg, Maryland**  
**B.S. Business and Finance**  
**May, 1983**

## **Employment:**

**Senior Instructor**  
**Sports and Entertainment Department**  
**University of South Carolina**  
**2016- Present**

- Teach introductory and advanced level sports and entertainment courses
- Mentor honor students
- Committee member for yearly SEVT Conference
- Develop online courses

**Assistant Professor (Tenure-track)**  
**Saint Joseph's University**  
**Philadelphia, PA**  
**2011-2012**

- Taught undergraduate and graduate courses in Haub School of Business
- Taught Business of Sports and Sports Marketing
- Developed the curriculum and taught Sports Law

**Consultant/Speaker**  
**Leading Authorities**  
**2007– Present**

- Exclusive speaker for Leading Authorities Speakers Bureau.
- Speaker for fortune 500 companies such as PepsiCo Company.
- Consultant for non-profit startups such as Life Shines On.

**President and CEO**  
**Washington Sports and Entertainment**  
**Washington Wizards NBA Franchise**  
**1991- 2007**

- Manage \$650 million business, including Verizon Center (originally MCI Arena), 3 sports franchises, USAirways Arena and TicketMaster.
- Key member of MCI Arena development team (1995).
- Responsible for generating all revenue, both significant upfront and long term revenue (COI) necessary to obtain \$200 million loan.
- Sold highest naming rights package for an arena (1996).
- Sold record sponsorship revenue, creating exclusive categories and long-term relationships.
- Sold and created unique luxury-seated packages.
- Responsible for all business operations for teams and arena.
- Increased attendance to 93% capacity.
- Developed customer retention program moving renewal rate from 64% to over 90%.
- Negotiated 10-year cable/over the air contract increasing rights fee 700%.
- Pursued and contracted national events for Verizon Center, including 2000 NBA All-Star game, which resulted in a \$45 million economic impact to the city of Washington.
- Pursued and negotiated with the City of Washington DC for a \$50 million bond for the refurbishment of Verizon Center.

## **President**

### **Washington Mystics, WNBA Franchise**

**1998 Until sold 2006**

- Negotiated \$10 million sale of franchise.
- Responsible for both on and off court operations.
- Considered WNBA's "Model Franchise."
- Launched Washington's WNBA's franchise.
- Negotiated television and radio packages for play by play.
- Hold WNBA attendance record for four out of five seasons.
- Hosted 2002 WNBA All-Star game.
- Hold record for most people to watch a professional women's sporting event.

## **President**

### **Washington Capitals, NHL Franchise**

**Until sold 1999**

- Negotiated \$85 million sale of franchise as part of owner exit strategy.
- Managed business operations for the franchise.
- Increased attendance to record numbers.
- Increased sponsorship sales 100%.
- Negotiated 10-year cable/over the air television contract increasing rights fees 700%.

## **Adjunct Professor**

### **Georgetown University**

**Spring, 2002, 2003**

- Planned curriculum and taught Georgetown's first Sports Marketing Class.
- Adjunct Professor of the Year 2002.

**Executive Vice President**  
**Washington Bullets, NBA Franchise**  
**1988 - 1991**

- Managed business operations for the franchise.
- Increased attendance record 37%.
- Created radio network for team broadcasts.
- Created, bought and sold time for team's first weekly Emmy Award winning television show.

**Director of Advertising**  
**Washington Bullets, NBA Franchise**  
**1986-1988**

- Developed direct response campaigns for ticket plans, increasing plans by 20%.
- Created database for plan holders.
- Developed concepts and promotions for games.

**Senior Account Executive**  
**Earle Palmer Brown Advertising**  
**1983-1986**

- Created a campaign and successfully launched area's new sports cable channel Home Team Sports.
- Developed advertising strategies and direct response campaign for Sheraton Hotels, one of agency's largest accounts.
- Developed advertising and media strategies for fast food account.
- Developed promotions for store openings.

**AWARDS**

- First woman President of an NBA franchise.
- Named top 100 Marketers by *Advertising Age Magazine*.
- Named top 10 female executive by *Sports Business Daily*.
- Named one of top 40 under 40 executives in sports by *Sports Business Daily*.
- Catholic Youth Organization National Award for outstanding contribution to youths.

**OTHER**

Trustee Good Neighbor Foundation  
Former Board Member Nantucket Boys and Girls Club Tim Russert Summer Groove  
Driver Meals on Wheels Nantucket, Ma.  
Volunteer Basket Brigade Project – Charleston, SC  
Volunteer Charleston Food Bank  
Driver Meals on Wheels Charleston, SC  
Former Board member Citizens Bank of Maryland until sold.  
Former Board member of Juvenile Diabetes Washington, DC Chapter.

Former Board member of Easter Seals.