

Curriculum Vitae

Tom Stallings

2011 Briargreen, Houston, Texas, 77077

713-594-3615 • tstallings@rice.edu

Professional Summary:

- Dedicated member of the faculty of Rice University for fifteen years as member of #1 nationally ranked Department of Sport Management
 - Consistent participant in recruitment of efforts for students of all majors at the request of development, admissions, athletics and the school of social sciences.
 - Decorated faculty member receiving rewards from the office of Academic Advising, Baker College and Rice Athletics
 - Experienced recruiter and talent evaluator earned by years of interviewing, evaluating and placing recent graduates in ideal roles to foster success by focusing on their unique talents.
 - Active community member with leadership roles in number of charitable organizations and community organizations
 - Highly motivated and accomplished sales executive with over 15 years of exemplary experience working with professional sports teams. Proven record of achievement in sales leadership, direct sales, customer service and revenue generation.
 - Dynamic speaker with multiple appearances and presentations before chambers of commerce, networking clubs, campus visitors and university classes.
 - Innovative leader with reputation for developing novel programs to better serve customers, generate revenue and inspire direct reports to meet and exceed goals.
 - Frequent member of search committees assisting in interviewing and hosting potential faculty and staff members at Rice University
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Education:

- M. Ed., University of Houston, December 2009
 - Bachelor of Arts in English, University of Texas at Austin, 1991
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Professional Experience:

Rice University (Houston, Texas)

Professor in the Practice

June 2009 to present

- Oversee all aspects of career development including career preparation, internship placement and then one on one meetings and work to help place each student at graduation. Support efforts by traveling up to six weeks each year to develop new contacts or strengthen existing contacts in order to increase student opportunities.
- Efforts have yielded over 900 unique internship placements in the sport industry and over 400 full time jobs for graduates of the Sport Management program.
- Developed an exclusive program with Nike that enables the Rice Sport Management program to place one student into an internship there each year.
- Fourteen time winner of Scholar Athlete (student-athlete with highest GPA in their respective sport) Favorite Professor.

- Created relationships that have led to annual student trips to work the Super Bowl and ESPYs each year providing behind the scenes access and unique networking opportunities for Rice students.
- Oversee student recruitment into the major with efforts helping triple the size of the major and enabling the Sport Management major to become the seventh largest major on campus.

Lecturer

June 2007 to May 2009

- Taught two classes in Sport Management Program with both classes emphasizing practical application of lessons covered in lecture.
- Sales and Revenue Generation class generated over \$60,000 in new tickets sales for a Rice University football game. The Event and Facility Management class oversaw all aspects of a community 5K event on the Rice campus that was rated as a “can’t miss fall race” by the Houston Master’s Sports Association and raised over \$12,000 for Rice Men’s Track and Cross Country. Separate event classes netted over \$30,000 for charity for two class-managed bowling events.

Haptonstall Group (Houston, Texas)

Professional Athlete Marketing Consultant

August 2009-May 2011

- Represented two professional soccer players with United State National Team with endorsement opportunities and charity events.
- Hired by Major League Soccer to plan and implement the post game party for players, VIP’s and sponsors for the 2010 Major League All-Star Game in Houston as part of a successful effort to raise \$70,000 to build a Habitat for Humanity home on behalf of Houston Dynamo standout, Brian Ching.
- Helped drive apparel sponsorship for Dynamo player and US National Team player Stuart Holden by setting up meetings with Under Armour, negotiating deals in Baltimore allowing us to increase counter offer with Nike to deliver best deal for client.

Houston Aeros Hockey Club (Houston, Texas)

Vice President – Ticket Sales

August 2003 to June 2007

- Directed advance ticket sales effort with focus on group sales. Personally led staff in season ticket and group sales and increased overall group sales 200%.
- Oversaw department that generated over \$3.1 million in total revenue in most recent season. By 2007, total group revenue was highest in 29-team league despite working in a non-traditional hockey market.
- Recruited, trained and supervised 15 sales staffers and additional sales interns. Developed goals, budgets and incentives for sales staff.

Corporate Ticket Programs Director

June 1998 to August 2003

- Individually responsible for over \$2.7 million in ticket sales since 1998. Conceived, planned and implemented largest group nights in Aeros history both in total tickets sold and revenue earned.
- Pioneered e-mail direct response order program leading to highest on-line advance playoff group ticket sales in league history.

Sponsor Sales Coordinator August 1996 to June 1998

- Responsible for selling and servicing all elements of corporate sponsorships including signage, print, premium items, promotions and ticket drives. D
- Developed “Puck Pals” sponsored youth program, and “Aerocare” sponsor-charity ticket drive leading to over 3,300 group tickets sold for single game.
- Hired, trained and placed interns for organization.

Account Executive September 1994 to August 1996

- Personally achieved over \$550,000 in new ticket sales in less than two seasons, a critical factor in the team setting league records for season tickets sales.
- Proposed computerized contact tracking program adopted by organization to make sales calls and customer service more efficient.
- Worked with Ticket Manager to create mini-packages and gift certificate booklets to meet customer needs and expand market base.

Houston Astros Baseball Club (Houston, Texas)

Account Executive October 1992 to August 1994

- Led sales staff with over \$500,000 in new ticket sales over two seasons.
- Managed highest producing volunteer sales team with over \$76,000 in sales.
- Presented speeches to civic groups on behalf of the Astros.
- Provided statistical support and research for nightly post game radio show.

Sunbelt Independent Soccer League (now known as USL) (Austin, Texas)

Special Project Assistant April 1990 to June 1991

- Wrote weekly press releases, designed and produced league’s media guide, worked with commissioner on planning league schedule and kept official statistics on teams and players. Prospering league now boasts over 900 teams in America.

Academic Presentations:

Presenter (2015) Curriculum most relevant to preparing students for jobs in sports. Conducted study by sending survey to over 400 executives who were either presidents, vice presidents or directors level for professional or collegiate sports organizations and used their responses to develop curriculum. Presented findings at academic session at National Sports Forum in Cincinnati in February 2015.

Conference Speaker (2005). Creating ticket sales and generating revenue in non traditional sports and minor league and college athletics. Presentation made at the Southland Conference Athletic Director’s Meetings in Galveston.

Introductory Speaker (2002). Breaking into professional sports and effective strategies to succeed in competitive industry. Presentation made for Southwest School of Sports Management conducted at Texas A&M University.

Civic/Community Involvement:**Rice University**

- **Baker College Associate 2007-present**
 - Recruited to become an associate on first day on campus and have been named Baker College Outstanding Associate 2012-13

- **Rice University Undergraduate Admissions Committee Member 2012-present**
 - Volunteer to meet with parents and prospective students at every function put on by the Admissions department each year
 - Spend four nights each year calling select students offered admission to Rice University to learn more about them and their options to best strategize how to get their commitment to Rice University
 - Provide individual attention to prospective students of high net worth individuals and VIPs on campus visits on behalf of Rice University Development
 - Meet with athletic recruits and parents for football, tennis, basketball, swimming, volleyball, track and field and golf

- **School of Social Sciences Divisional Advisor, Baker College 2014-2018**
 - Meet with students during O-Week, during the year as needed and in preparation for Spring registration
 - Awarded Rice University Divisional Advisor of the Year, 2015-2016

- **Rice University Athletic Committee Member (RUAC) 2007-2012**
 - Served on budget subcommittee charged with determining ways to increase revenue and cut spending with Rice Athletics

- **Houston Dynamo Charities Board Member 2010-2014**
 - Assist in raising money and developing programs for 501(3) attached to Houston Major League Soccer Team

- **Rotary Lombardi Award Advisory Board 2009**
 - Assist board as consultant to help raise money through sponsorships and table sales for award given to top Division 1 college lineman each year.

- **Texas Bowl Advisory Board 2008**
 - Worked directly with Executive Director on creating sales plan and helped implement sales effort

- **Katy Fit Marathon Training Group 2005-2018**
 - Head coach, half-marathon groups 2007-2009 seasons
 - Served as half-marathon coach 2006-2007, training 15 runners each year from July to race day in January.
 - Marathon runner with ten completed marathons and four half marathons (2000-present)

- **Strake Jesuit College Preparatory Alumni Board 1998-present**
 - Class Chairman, Strake Jesuit Alumni Fund Drive (2000-present)
 - Chairman of Reunion committee for 10th, 15th, 20th and 30th reunions

- **St. John Vianney Parrish 2008-present**
 - CCE Teacher (2008-2017)

- **St. Justin Martyr Parish 1991-2008**
 - Marriage Preparation Program Advisor (1997-2008)
 - CCE Teacher (2003-2008)

- **Delta Sigma Phi Fraternity Alumni Association**
 - Vice President (1994, 1996)
 - President (1995)
 - Newsletter Editor (1993-94)
 - Awarded “Most Outstanding Alumni Association” nationwide (1993, 1997)

- **Galleryfurniture.com Bowl**
 - Chairman, Ticket Sales Committee (2000)