

Ken E. Troupe
7030 La Vista Dr
Dallas, TX 75214
kentroupe@live.com @KTsportsmarket
(817) 368-0150

Objective: Forward-thinking leader with a mentor-first philosophy, blending academic instruction with real-world sports business expertise. Committed to preparing future professionals through engaging, results-driven teaching in leadership, sales, sponsorship, and digital marketing.

Professional Experience:

Southern Methodist University, Dallas, TX, – January 2018 – Present

Visting Lecturer of Sports Management

- Courses Taught: – Applied Management Skills, Revenue in Sports, Introduction Sport Management, Professional Development, and Sports Sponsorship
- Develop lesson plans & course curriculum designed to further student understanding of sports & entertainment management roles.
- Collaborated with sports industry professionals to represent SMU in leading Service & Retention Breakout at National Sports Forum - 22-24
- Served as Executive Director for SMU's National Sports Forum Challenger Cup team – 23-25.

SportsBiz Builders LLC, Dallas, TX – September 2020 – Present

Co-Founder – Partnership committed to providing our clients the skills needed to take their sports business career to the next level.

- Work directly with professional sports teams to develop career action plans for revenue generating staff members.
- Collaborating with multiple sports tech start-ups to develop unique and innovative strategies for launch of brand.

KT Sports Marketing, Dallas, TX - April 2008 – Present

Principal – provide consultation services:

- Sales management, training, and mentoring
- Ticket sales and marketing revenue generating ideas.
- Social media training and marketing strategies

Strategic Marketing Planning and Training:

- Camelback Ranch Baseball– 2014
- Tennessee Smokies Baseball Club – 2012 & 2013
- TurnStyles Ticketing/Giants Stadium LLC – 2009
- Sky Blue FC, Women's Professional Soccer – 2009
- Atlanta Braves Baseball Club – 2008

Social Media Training:

- San Francisco Giants Baseball Club – 2019
- New York Mets Baseball Club – 2019
- Van Wagner Sports & Entertainment – New Vikings Stadium – 2015
- Major League Soccer, National Sales Center – 2012
- Minnesota Timberwolves – 2011

4FRONT (formerly PCG SportsDesk) – 2014 – 2018

Senior Director of Business Development

- Collaborated with senior management in the development of 4FRONT integrated marketing and branding strategy, highlighting Analytics, Digital Media, and Innovation offerings.
- Played key role in implementation of 4FRONT new digital marketing offerings; Total Home, Connected TV, Sports Sync, Programmatic Out of Home
- Developed new business opportunities which resulted in over 35% of company total revenue.
- Collaborated closely with clients to develop multichannel branding and marketing strategies designed to achieve business objectives.
- Developed clients' digital media strategies and campaigns that drove ticket sales and increased fan engagement.
- Developed training programs for clients' corporate partnership sales team designed to increase their understanding of digital media and ability to sell team's digital inventory.

Phoenix Coyotes Hockey Club – 2012 – 2014

Senior Director of Ticket Sales and Service

- Staffed and managed ticket sales and service department consisting of over thirty-two managers, full-service, group sales, customer service, and inside sales account executives.
- Increased 12-13 season attendance by 12% over the previous season.
- Developed Inside Sales Outsourcing Program, which allowed Club to retain staff during lockout and resulted in over \$35K in incremental revenue.
- Developed 13-14 ticket sales budget, forecasting a 26% increase in revenue over 2012-2013 season.
- Designed staff's performance-based compensation structure designed to reach organizational goals.
- Developed GOALden Ticket Campaign

Texas Rangers Baseball Club, Arlington, TX – 1996 – 2008

Senior Director of Ticket Sales – December 2007 – February 2008

Director of Ticket Sales – July 2004 – December 2007

Manager, Season Tickets – October 2002 – July 2004

Senior Account Executive – February 1996 – October 2002

- Developed all season ticket and group sales budget.
- Monitored and reported weekly sales numbers to senior management.
- Formulated strategies for season ticket renewals, new season ticket sales, and group sales plans.
- Managed department of over twenty full-service, group sales and inside sales account executives
- Designed staff's performance-based compensation structure designed to reach organizational goals.
- Managed all season ticket and group sales for the Texas Rangers for the 2004-2007 seasons.
 - \$5.1 million 2007 season ticket sales reaching the highest level since 2001.
- Managed the renewal process of the season ticket base of 10,000 + FES's for the 2004-2007 seasons.
 - Increased full season ticket renewals from 78% in 2004 to 89% in 2007.
- Developed all full season and mini plan season ticket packages.
- Developed group sales strategies.
- Participated in the development of Rangers sales budget.
- Managed all full-service and group sales account executive's daily.

Education:

- Masters Sports Administration – Ohio University - 2014
- Bachelor of Science, Kinesiology – Sports Management – Texas A&M University - 1993

Accomplishments:

- 2009 – Current Founded the Shoe Guys & Gals – Collected and distributed over 8,500 pairs of running shoes to Dallas & Phoenix area homeless during the month of December.
- 2003, 05, 07, 10 Completed Ironman Canada, Ironman Switzerland, and Ironman Coeur d'Alene, Ironman Arizona.
- 2020 – Current Advisory Board Member – College Emojis Inc.
- 2020 – Current Advisory Board Member & Investor – Screen Skinz.