

Satish Athelli

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Global Partnerships | Budget & Financial Management | Transaction Negotiations | Community Outreach

Executive leader experienced driving community outreach and global partnership for multibillion dollar organizations. A skilled negotiator with the ability to weigh financial decisions through multiple prisms, delivering positive business outcomes. A strategic advisor with a reputation of accurately measuring risks to deliver bottom line profitability and stakeholder value. A polished communicator skilled at developing cross cultural relationships to fuel diverse partnerships and inclusive market expansion.

PROFESSIONAL IMPACT

- ✓ **Trusted and valued by executive leadership;** spearheaded the successful turnaround of a 165,000 SQ ft facility facing bankruptcy. Drove rebranding and partnership development in the local market, ultimately selling the business to a multi-billion-dollar organization.
 - ✓ **Leverage negotiation skills and extensive experience building community relationships to ensure bottom line results;** consistently exceed yearly growth goals by 20 – 30% through aggressive market expansion initiatives and partnership programs.
 - ✓ **Establish a culture of diversity and inclusion to fuel business success and support;** represent the southwest region as a Sr. leader to drive the advancement of internal and external diversity and inclusion programs.
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| ▪ Market Trend & Data Analysis | ▪ Strategic Pricing & Negotiation | ▪ Budget Management |
| ▪ Diversity & Inclusion Leader | ▪ Business Development Training | ▪ C-Suite Relationship Development |
| ▪ Corporate Sponsorship Development | ▪ Profitability Analysis & Reporting | ▪ Risk Mitigation |

PROFESSIONAL EXPERIENCE

Oak View Group, (Formerly Spectra)

January 2017 – June 2022

Director, Global Partnerships

Led strategy and growth of partnership network as part of the Oakview Group, an \$8B organization. Drove mutually beneficial relationships between entrepreneurs and corporations to form strategic partnerships and fuel community engagement. Led a team of 54, delivering a 100% retention rate across all sponsorship categories.

Notable Accomplishments:

- Implemented account management and new partnership development strategies to streamline and scale annual growth of the business, achieving 178% of revenue goal for FY 2021.
- Identified and screened opportunities that aligned with the overarching corporate partnership strategy; grew luxury suite revenue over \$131k in one year, selling out suites for all events prior to release date with zero marketing dollars spent.
- Managed and developed a robust prospect pipeline; increased revenue and sales of premium seating by 317% since taking on the Director of Global Partnership role.
- Spearheaded the acquisition of a Naming Rights partner, Findlay Toyota, generating over 50% in yearly revenue; worked with local Findlay Toyota leadership and Saatchi & Saatchi to design term deals while securing a long-term contract.
- Nominated for the LEAD program; selected from a group of 50 leaders across the organization to train for future leadership roles due to performance and consistently exceeding yearly goals by 20 – 30%.
- Assisted in the sale of Spectra to Oak view group providing data analytics, financial audit support, community, and demographic analytics, working with the City Manager and executive leadership across both Oakview Group and Spectra.
- Acted as the face of the organization to drive grassroots marketing and partnership retention through community events, public speaking engagements, city council meetings and Chamber of Commerce participation.
- Organized and managed the venues largest event, which included a visit from the Vice President of the U.S. and delegates around the world, earning an award from the White House for Distinguished Achievement.

Spectra (formerly Prescott Valley Event Center)**January 2013 – January 2017****Director, Business Development**

Recruited to lead the organization out of bankruptcy. Launched business development activities focused on expanding the scope of partnership opportunities within a local market footprint. Partnered closely with key decision makers to streamline processes, reduce overhead, and reposition the business, culminating in a successful sale to Spectra, a multi-billion-dollar organization.

Notable Accomplishments:

- Researched and analyzed the financial strength of potential corporate partners to accelerate revenue growth and brand adoption; grew business through proactive communications, application of service standards, refining administrative processes, and managing partner expectations.
- Managed a team of 30 responsible for all aspects of venue and event management including Public Relations, Marketing, Security & Guest Services, Client Retention, Marketplace Activation, Sponsorship Fulfillment and Ticket Sells.
- Orchestrated the design and launch of in-house Community Hockey Programs delivering over \$30k in recurring annual revenue.
- Engaged key decision makers and drove contract negotiations with an NBA G team, a member of the NBA development league; successful partnership reduced operating costs by 50%.
- Earned the 2017 Citizen of the year award by actively participating and driving fundraising activities for veteran programs and Breast Cancer research.

Arizona Sundogs Professional Hockey**January 2008 – January 2013****Manager Director**

Acted as a member of the senior leadership team, working cross functionally to support the overall operations including the management of game day staffing, CHL officials, ice volunteers, ice crew, and game day operations.

Notable Accomplishments:

- Acted as a subject matter expert to support the coaching of special skills as well as the rehab program for injured players.
- Played an extremely visible role in the community to drive community support and partnership; coached high school teams and guided local universities as they worked to expand and develop a robust hockey program.

The Athelli Group**January 2001 – January 2008****Managing Director**

Owned and operated a national window covering franchise generating over \$1.2M in annual sales.

Notable Accomplishments:

- Implemented account management strategies to automate, streamline, and scale customer outreach, marketing initiatives and referral business.
- Recognized as a top producing franchise owner in the Southwest selling over \$1M in Shutters; earned a VIP experience touring factories in both China and Hong Kong.
- Ensured professional development of direct reports to accelerate market expansion and brand recognition while offering career development opportunities for individual associates.

EDUCATION, CERTIFICATIONS & PUBLIC SPEAKING

- **Embry Riddle University** | BS, Bachelor of Science Aeronautical Science
- **Aviation Certifications** | Multi Engine Instrument Rated Commercial License | Certified Flight Instructor
- **Hockey Certifications** | USA HOCKEY LEVEL 4 | Amateur Athletics Union, Master coach | Safe Sport | Concussion Trained
- **Panel Host & Speaker** | Press Release Events, Chamber of Commerce, Team & Venue events | Young Professionals Group