



Brief for the position of:
Senior Vice President of
Sales and Integrated Partnerships





Senior Vice President of Sales and Integrated Partnerships

The North Carolina Football Club, owner and operator of two affiliated professional soccer teams, the North Carolina Courage (NWSL) and North Carolina FC (USL Championship), is seeking a Senior Vice President of Sales and Integrated Partnerships. Reporting to the Chief Operating Officer and serving on the Executive Leadership Team, this role will be focused on integrating and commercializing assets across our Corporate Partnerships, Community, and Marketing groups to build new revenue-generating platforms for existing and new corporate partners.

The SVP of Sales and Integrated Partnerships will lead, manage, and develop our Partnership Sales, Partnership Activation, and Community Engagement teams while generating leads, driving revenue, supporting contract negotiations, innovating our activation strategies, and enhancing relationships with our corporate and community partners.

The Senior Vice President will be committed to collaborating cross-functionally across the organization and with other department leaders from Marketing and Communications, Ticketing, Live Production and Technology, Merchandise, Exhibitions, and Game Operations. The ideal candidate will be mission and goal-driven and possess a strong passion for sales, platform development, a people-first leadership culture, and a positive enthusiasm for collaboration.

Key Job Responsibilities:

- Lead integrated partnerships across North Carolina FC and the North Carolina Courage.
- High motivation in reaching aggressive sales targets while ensuring that partners' needs are always a top priority.
- Develop newsworthy innovative platforms that pioneer new categories, asset inventory, campaigns, and partner integrations.
- Build a robust partnerships ecosystem by facilitating and developing strategic alliances with new and growing current community and corporate partners.
- Assist in setting annual sponsorship targets and go-to-market plans, including asset and platform development, pricing, tiering, packaging, etc.
- Liaise with the Leadership Team to align on internal and external go-to-market strategies.
- Create innovative strategic partnership programs that exceed partners' expectations and brand goals, aiming for integrated packages encompassing all mediums – community, experiential, social media, hospitality, venue assets, etc.

- Ability to cultivate new and existing corporate partner and community relationships to ensure platform development and revenue growth.
- Work directly with Corporate Partnership and Community teams to establish key deliverables and activation hand-offs for each client and property.
- Consistently identify target brands and generate face-to-face / virtual meetings to establish new client relationships.
- Assist in contractual negotiations with clients through to signature.
- Support and work closely with the Partnership Activation and Community teams to ensure commercial partnerships deliver contractual assets and programs.
- Maximize all potential revenue to achieve/exceed event targets.
- Work with the Partnership Activation team to ensure successful contract delivery and successful platform development/delivery and work towards renewal.
- Ensure all pipelines and deals are reported and updated on the CRM system.
- Maintain a good knowledge of competitor events, community initiatives, and relevant sponsorships.
- Weekly/monthly forecasting and reporting to the executive leadership team.
- Collaborate with internal stakeholders across Marketing and Communications, Ticketing, Live Production and Technology, Merchandise, and Game Operations.

Knowledge and Experience:

The statements herein are intended to describe the general nature and level of work the employee performs in this position. The duties listed do not represent an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

- BS/BA degree OR equivalent experience and 15 + years of relevant experience.
- Understanding of the connection of club and community in the soccer world.
- Extensive sponsorship sales and/or activation experience with a demonstrable track record of sourcing new business and opening doors.
- Proven track record in relationship building and having an expansive existing contact base and network.
- Experience negotiating high-value, complex commercial contracts and sponsorship/partnership deals across multiple platforms, with specific expertise in sports and entertainment.
- Proven track record of successful client relationships and strategic account management/engagement.
- Experience developing business plans and tracking pipelines to ensure sales are delivered.
- Experience initiating and driving sales with limited hands-on guidance.
- Demonstrable knowledge of accurate forecasting and revisiting business plans regularly.

- Practical communication skills with a broad range of audiences. Experience in presenting partnership opportunities to and engagement of senior and C-level executives and targeted companies and brands.
- Experience developing bespoke and tailored propositions to suit the needs of individual companies.
- A thorough understanding of the end-to-end sales and customer buying processes (including awareness of the emotional connections required by brands).
- Working knowledge of closing deals, including negotiating commercial terms and working alongside the legal team to negotiate and conclude contractual agreements.
- Demonstrable knowledge of the digital landscape in sports, sponsorship activation across all platforms, and trends in consumer behavior to spot opportunities for new business.

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

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