

Stuart Sokoloff

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CAREER SUMMARY

International best-selling author and sports business professional with over a decade of driving revenue across more than six pro sports organizations. Proven track record in ticket sales, corporate partnerships, and fan engagement, including 150%+ of sales goals and \$1.3M+ generated for the SF Giants. Adjunct professor at Springfield College, mentor, and international sports contributor. I build relationships, exceed targets, and bring real-world experience to every role.

PROFESSIONAL EXPERIENCE

ATHLETES UNLIMITED

Remote

Senior Manager, Group & Season Ticket Sales

January 2025 – Present

- Launched and scaled sales efforts in two new markets, generating new revenue streams; while selling across six markets
- Contributed to scaling team headcount by **350% over 18 months**, enabling support for 75+ events per season.
- Contributed to a team that **sold out 50%** of the season across ten U.S. cities, including eight new markets, while setting a Texas state record for highest softball attendance.

Manager, Group & Season Ticket Sales

February 2023 – January 2025

- Increased attendance by **41% YoY** and softball by **10%** through targeted outreach, refined cold-calling, and group incentives.
- Built and launched marketing assets, cutting proposal turnaround time by 25% and boosting group lead conversions
- Exceeded 2024 ticket sales and revenue goals by **150%+** by aligning KPIs, optimizing promotions, and leveraging CRM performance tracking.

SPRINGFIELD COLLEGE

Remote

Professor

August 2024 – Present

- Teach SMRT 340–41: Client Services and Sales, delivering coursework focused on relationship management, sales strategy, and applied client engagement
- Develop and deliver lectures, assignments, and assessments aligned with industry best practices
- In all classes taught, at least one student landed a full-time job directly from a course assignment

FLYAWAYSTU LLC

Business Owner & Travel Advisor

February 2025 – Present

- Founded and operate a travel advisory business, delivering customized travel planning and client services
- Generated **\$325,000+ in total sales**, managing end-to-end client acquisition, booking, and fulfillment
- Build and maintain client relationships, negotiate with vendors, and curate tailored travel experiences

ISRAEL BASEBALL AMERICAS

Remote

Director, Event Sales

May 2024 – Present

- Generated over \$50,000 in revenue through donations, event fees, and fundraising initiatives
- Plan and execute 20+ events yearly; managing logistics, stakeholders, and on-site operations
- Oversee recruitment, onboarding, and engagement of local council members across 18 cities and 100+ members

THE ASPIRE GROUP

Remote

Senior Sales and Service Consultant – San Francisco Giants

March – October 2022

- Generated over **\$1.3M in revenue**, eclipsing **300% of the goal**, contributing to roughly a quarter of the total revenue.
- Led team/company in total tickets sold for April 2022, driven by agile pricing, promotion optimization, and lead follow-up.
- Managed, serviced, and grew a portfolio of **450+ accounts**, maintaining retention above target while onboarding new corporate partners.

MEDIDATA SOLUTIONS

Remote

Project Manager

November 2021 – January 2022

- Oversaw end-to-end deliverables: scope, timeline, budget, and milestones, achieving 100% on-time delivery with full documentation and stakeholder sign-off.
- Implemented project management best practices aligned with standard methodologies; improved quality metrics by ensuring compliance and reducing rework.

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ALMA LASERS

Phoenix, Arizona

Territory Manager

November 2020 – October 2021

- Delivered over **\$1.35M** in new business in a new industry in year one, exceeding quotas by **250%**.
- Managed territory expansion across four states, introducing and launching two major devices, increasing revenue diversity, and expanding the client base.
- Built pipeline and closed deals through strategic territory planning, technical product demos, and relationship building with core accounts.

PHOENIX SUNS

Phoenix, Arizona

Account Executive, Business Development

August – October 2020

- Facilitated corporate partnership valued at **\$180K+ in year one** that remains active today and has grown into naming rights.
- Architected business transformation initiatives; presented new business process proposals; increased partner satisfaction and retention during COVID-related disruptions.

Account Executive, Group Service

September 2019 – August 2020

- **Ranked #1 on the revenue leaderboard**; achieved **130%+ of overall sales target**, 593% of plan goal, and 206% of suite goal.
- Closed \$325,000+ in new business for 2019-20 season via group sales, suite packages, and service upsells.
- Selected for Playmakers Leadership Program; coached on leadership, managing teams, and operational oversight.

Account Executive, Group Sales

April 2018 – September 2019

- Led all group sales for the Phoenix Mercury 2019 season with **322% to goal**.
- Generated \$181,000+ new corporate group sales in 2018-19; cultivated dozens of new partner relationships (nonprofits, schools, performance groups).

Sales Consultant, New Business Team

June 2017 – April 2018

- Surpassed 2018 Early Bird sales goals, achieving over **100% of the target** ahead of schedule.
- Maintained high weekly performance; consistently led sales hustle board.
- Focused on multi-level group, plan & suite sales; closed cross-segment business.

GOODYEAR BALLPARK

Goodyear, Arizona

Corporate Partnerships Intern

January – April 2017

- Achieved 168% of sales quota
- Combined team effort of over \$450,000 (105% of goal)
- Sourced, sold, and activated corporate partnerships, independently managing client meetings and fulfilling all deliverables
- Fulfilled partnership elements under the strict requirements of Major League Baseball and the local municipality

BALTIMORE ORIOLES

Baltimore, Maryland

Fan Services Representative

May – August 2016

- Delivered the highest level of customer service to Orioles fans via incoming calls to the main phone queue
- Clarified any confusion fans may have about any aspect related to the general team policy
- Suggested various ticket opportunities that became available, as well as sold individual and season tickets

EDUCATION

SPRINGFIELD COLLEGE

Springfield, Massachusetts

Bachelor of Science in Sport Management

TOOLS & TECHNOLOGY

CRM & Sales Enablement: HubSpot, KORE, Microsoft Dynamics, Outreach, Salesforce, Salesloft, Zendesk

Analytics & Reporting: Tableau, TM1, ZoomInfo

Project & Ticket Management: Archtics, Fevo, Paciolan, ProVenue, SquadUp, Ticketmaster

Communication & Productivity: Asana, Confluence, Google Workspace, Jira, Microsoft Office, Slack, Trello, Zoom

Skills: Coaching, Cold Calling, Needs Analysis, Networking, Public Speaking, Relationship Management, and Successful Prospecting

Interests: Avid traveler, Cooking, Genealogy, Photography, Skiing, Ultimate Frisbee, Volunteering, and Working Out

PUBLICATIONS

[Breaking Into Sports: The Real Guide to Landing Your Dream Job](#)

March 2026

#1 New Release on Amazon in three categories and climbed to #6 overall in the Sports Industry Best Sellers