

Damon Haley is a seasoned Strategic and Creative Thought Partner with more than 25 years experience in the sports, entertainment and consumer products sectors. Damon has mastered the art of designing, developing and implementing campaigns that appeal to consumers, sponsors, clients, partners and investors, all the while attracting targeted audiences and promoting the brand as well as delivering millions in impressions and revenues. Damon formed his own 'communication solution' agency for several years, where he focused on launching new products, consumer activations, theatrical film releases, affinity programs and sports experiences. His portfolio of clients included Nike, Pepsi, Time Warner, Viacom and Turner Broadcasting Family of Brands and Networks spanning North America, South America, Europe and Asia. Prior to his entrepreneurial pursuits, he served as Sports Marketing Director at TroikaTV, launched Nike's Western Region Marketing Office and rose through the ranks at Chevron in its Treasury, Overseas, Corporate Planning and Investment Strategy Groups. Currently, Damon is Managing Partner of Exhilarate Experiential, Haley Beauty Holdings, Diann Valentine Living Well and provides consulting services to numerous sports businesses. Damon earned a bachelor's degree in Economics from the University of California, Berkeley and a Masters of Business Administration (MBA) degree from the University of Michigan, Ann Arbor.