

ANDREW ROGERS

After 11 years of connecting dots across the industry my network has been my strongest resource in creating immediate impact for clients, partners and talent alike.

CONTACT



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| Sacramento, California

EDUCATION

University of Kentucky

Business Administration w/
Marketing Emphasis
2008 - 2012

Colorado State University

Bachelors Degree in
Business w/ Marketing Emphasis
2015 - 2017

EXPERIENCE

Director of Talent

NRG Esports / 2020 - 2023

Led by the expertise of traditional sports and the tech biz, NRG Esports is setting precedence in the industry of esports. I saw an opportunity in an emerging market and wanted to challenge myself in a completely new industry. Leveraging my expertise to quickly adapt and add immediate value to talent negotiations, management, sponsorship opportunities and more. My role was to manage talent relations, book A list guests and sports stars, manage brand partnerships and activations.

Director of Business Operations

Big Cuz 15 LLC / 2010 - 2023

With more than 10 years experience in the Sports Management field I have developed all the skills required in managing the operations and business affairs of high-profile athletes. My ability to handle multiple projects and tasks in a highly fluid environment has been honed over the years. I am adept at identifying, executing, and managing marketing opportunities, negotiating contracts, and developing strategic community relationships. Staying up to date on the latest league news and transactions was crucial to my job, and I excelled at acting as an intermediary between my client, team, sponsors, and media. Ultimately, my goal was to meet all of my athlete's needs to ensure they are positioned for success both on and off the court.

Managed client accomplishments include NBA Championship, 4x NBA All-Star, 2x All-NBA Second Team, NBA All-Rookie First Team, NBA Cares Community Assist Off-Season Award and 2016 Olympic Gold Medal, 2014 FIBA Gold Medal with USA Basketball.

Consulting Advisor

Nickel Creative Agency / San Francisco, CA / 2013 - 2023

During my time at Nickel Creative, I assisted with product design, brand consulting, public relations, and social media management for clients in sports and entertainment. I found Nickel's focus on creating differentiated brand experiences that build customer loyalty and advocacy particularly compelling, and I was involved in planning and executing strategies like these for top athletes and brands tied to the NBA, NFL and MLB.

In addition to this, I played a key role in developing successful athlete endorsements and connecting brands with suitable corporate partners. My expertise in both athlete and agency processes allowed me to bridge communication gaps and build more meaningful relationships with target audiences. My experience at Nickel Creative was incredibly rewarding, and I gained a better understanding of how hard agencies work to develop marketing campaigns and the importance of the client or athletes to be fully bought in to be successful.

Men's Basketball Team Manager

University of Kentucky / Lexington, KY / 2008 - 2010

As a team manager for the Men's Basketball program under Hall of Fame Coach John Calipari and Coach Billy Gillespie, Managing team operations, I gained invaluable experience and life lessons in teamwork and leadership. I played a key role in developing and managing athlete camps and clinics, supporting booster events, adhering to strict coaching staff regulations, and assisting with team practices and drills.

The teams I worked with had six NBA Draft picks, including five first-round selections, most notably DeMarcus Cousins, John Wall, and Eric Bledsoe. Our teams accomplishments included SEC Men's Basketball Regular Season and Tournament Championships.