

Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement – “Truth in Testimony”
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: <u> Jamie Davis </u>		
2. Your Title: <u> Chief Executive Officer </u>		
3. The Entity(ies) You are Representing: <u> USA Volleyball </u>		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No <input checked="" type="checkbox"/>
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. <u> None </u>		
6. Please attach your curriculum vitae to your completed disclosure form. <u> Attached </u>		

Signature: _____



Date: 5/21/2018

JAMIE DAVIS

OVERVIEW

Experienced C-Level executive whose creative and strategic vision has lead major media, sports and ecommerce organizations to maximize sales, ratings, distribution, partnerships, operating efficiencies and profitability. Global experience including twelve years living and working overseas with an extensive understanding of Chinese and Asian culture. Solid financial background possessing an MBA from NYU and having passed the CPA exam in New York. Proven innovator and entrepreneur having launched eight sports and entertainment television networks, as well as digital media, ecommerce and mobile platforms. Mentor, leader and team builder.

EXPERIENCE

USA VOLLEYBALL

2017 – PRESENT

CHIEF EXECUTIVE OFFICER

Responsible for the overall strategic direction and daily operations of the United States Volleyball National Governing Body. Develop partnership, branding, marketing, ecommerce, sponsorship and training opportunities to support the junior, high performance and national team programs as well as the 40 Regional Volleyball Associations.

- ❖ Delivered the largest operating surplus in the history of USA Volleyball.
- ❖ Restructured the entire organization to remove business silos and optimize operating efficiencies. Reduced headcount while increasing deliverables and improving our programs.
- ❖ Developed new revenue streams including a robust ecommerce and consumer products business.
- ❖ Established new partnerships with volleyball and sports associations including the USOC, FIVB, NORCECA and AVP in order to strengthen the sport and grow the business.
- ❖ Created an overall marketing campaign, “The Path to the Podium”, to define USA Volleyball’s unique brand positioning and value proposition.
- ❖ Manage a team of 93 members across five offices: Colorado Springs, Torrance, Anaheim, Edmund, and Boston.

SYRACUSE UNIVERSITY

2014 – PRESENT

INSTRUCTOR OF ENTREPRENEURSHIP

Serve as instructor for Syracuse University and their Institute for Veterans and Military Families Boots2Business entrepreneurship program. Program sponsored and funded by the U.S. Small Business Administration.

- ❖ Facilitate entrepreneurial training for United States armed service members to support their transition from active duty to small business ownership and civilian life. Supported by all branches of the U.S. military TAP (Transitional Assistance Program).
- ❖ Mentor service men and women and help them create business plans, obtain seed funding, establish legal business structures, prepare conceptual pitches, obtain patents, and develop peer networks.
- ❖ Program administered on U.S. and N.A.T.O. military installations across Europe, Asia and the Middle East.

JOMANDREW SPORTS AND ENTERTAINMENT, LLC
PRESIDENT AND FOUNDER

2014 - 2016

Provider of retail, ecommerce, brand, marketing, sports, entertainment, and media services including business development, strategic planning, digital and traditional marketing strategy/implementation, sales, leadership training, rights acquisition and relationship management services.

- ❖ Developer and implementer of product, ecommerce, partner and strategy for ViewSPORT; manufacturer and retailer of high performance sports apparel utilizing its proprietary “sweat/wet activated” technology. Creator of distribution strategy to include professional and collegiate leagues and teams.
- ❖ Strategic Advisor to Brett Favre backed, Sqor.com, to build an athlete only based sports social network.
- ❖ Consultant to SuperSportsFanFundraising aiding their growth, site development and eCommerce strategies.
- ❖ Creator of VU-SEED, an entrepreneurship program in conjunction with Villanova University to instruct and mentor individuals with disabilities on the art of new business creation.

FANATICS, INC.
PRESIDENT

2012 - 2014

Key member of the executive team responsible for developing and executing the strategy and operations for the world’s largest online retailer of licensed sports merchandise. Fanatics provides e-commerce, merchandising, marketing and fulfillment services for its own proprietary brands (Fanatics.com and FansEdge.com) as well as for third parties including professional sports leagues (NFL, NBA, MLB, NHL, NASCAR, UFC), professional teams, collegiate athletic programs and conferences, and other major sports properties.

- ❖ Direct responsibility for all sales functions including acquisition, sponsorship and relationship management for partner businesses.
- ❖ Led negotiations for key strategic partnerships and agreements. Signed major long term partnership contracts with major sports leagues resulting in revenues exceeding \$1 billion.
- ❖ Oversaw all aspects of marketing including digital (SEO, PPC, retention marketing, email, social, affiliate, retargeting) as well as traditional (television, radio, public relations).
- ❖ Restructured team to improve efficiency, reduce unnecessary headcount and increase EBITDA margins.
- ❖ Participated in attracting investment through two successful funding rounds at \$1.5 billion and \$3.1 billion valuations respectively.
- ❖ Managed a team of 139 members across four offices: Jacksonville, Philadelphia, Chicago and New York.

COMCAST, INC.**2008 – 2011****VERSUS NETWORK - PHILADELPHIA, PA
PRESIDENT**

Developed and implemented an overall strategic growth plan and vision for the Versus network, while overseeing the network's day-to-day programming, production, marketing, Internet, mobile, finance and sales operations.

- ❖ Consistently grew ratings across the network on all major sports properties, making Versus the fastest growing sports cable network in the country.
- ❖ Increased sales to over \$300 million in 2010 from \$200 million in 2007, delivering Operating Cash Flow of \$65 million, up from a loss in 2007.
- ❖ Relaunched Versus.com and created Versus mobile applications, growing traffic and revenues by over 300%.
- ❖ Launched new programming on the network, including the Ultimate Fighting Championship, the Izod IndyCar Series, MLB Rivalries, NBA D-League, NASCAR Quest for the Sprint Cup and the T.Ocho Show.
- ❖ Negotiated successful relationships with key rights holders including the NHL, NBA, MLB, NASCAR, USOC, Izod IndyCar Series, Pac 10 Conference, Mountain West Conference, Big 12 Conference, Tour de France and the Professional Bull Riders.
- ❖ Managed a team of 119 members across four offices: Philadelphia, New York, Stamford and Denver.

THE NEWS CORPORATION**1994 – 2007****ESPN STAR SPORTS – SINGAPORE (2005 – 2007)
MANAGING DIRECTOR**

Directed Asia's leading sports broadcaster, a joint venture between News Corporation and The Walt Disney Company, with 15 television networks across 24 countries including China, India, Hong Kong, Singapore, Malaysia, Indonesia, Thailand, Korea and the Philippines.

- ❖ Redefined the vision of the organization, transforming it from a television broadcaster to a multi-media content provider by relaunching ESPNSTAR.com and creating MobileESPN.
- ❖ Financially restructured the organization, delivering revenues of over \$600 million and EBITDA in excess of \$50 million in 2007 up from revenues of \$450 million and breakeven EBITDA in 2005.
- ❖ Negotiated long term sports television broadcast and digital rights agreements with major rights holders, including the NBA, NFL, MLB, English Premier League, FIFA World Cup, UEFA Champions League, Wimbledon, Australian Open Tennis, French Open, International Cricket Council, and Formula One.
- ❖ Successfully launched the Asian X Games in Shanghai, China in partnership with the Shanghai Media Group and CCTV.
- ❖ Managed a team of 600 employees in offices across Asia and the Indian sub-continent.

NEWS CORPORATION CHINA – BEIJING, CHINA (2001 – 2005)**PRESIDENT**

Oversaw all News Corporation operations in China, including STAR TV, Twentieth Century Fox, Sky Television, and Harper Collins Publisher.

- ❖ Developed and implemented the strategy for growing News Corporation's business in China. Oversaw programming, production, government relations, marketing, Internet, mobile, finance and sales.
- ❖ Successfully launched Xing Kong Wei Shi, STAR TV's first mainland Chinese general entertainment network; Channel [V] China, STAR TV's mainland music channel; and STAR Mandarin Movies, STAR TV's mainland movie service.
- ❖ Successfully negotiated with China's State Administration of Radio, Film and Television to grant Xing Kong Wei Shi legal landing rights to broadcast on Guangdong province cable systems, something previously illegal for foreign-owned networks.
- ❖ Recruited and managed a team of 160 Chinese nationals across four offices in Beijing, Shanghai, Guangzhou and Chengdu.

STAR GROUP, LTD. – HONG KONG, CHINA (1997 – 2001)**CFO AND SENIOR VICE PRESIDENT, PROGRAMMING**

Responsible for News Corporation's movie and music services including six STAR Movies channels and eight Channel [V] music channels.

- ❖ Led the day-to-day operations of STAR Movies and Channel [V]'s programming, production, marketing, Internet, mobile, and finance departments while establishing the overall strategy for the networks.
- ❖ Delivered record profitability for the group by increasing distribution and revenues on STAR Movies and Channel [V] while tightly controlling expenses.
- ❖ Negotiated multiyear television rights agreements with Hollywood studios including Twentieth Century Fox, The Walt Disney Company, Dreamworks SKG and MGM, as well as music output deals with major record labels including Sony Music, Warner Brothers and EMI.
- ❖ Responsible for all finance functions of the STARTV programming group.
- ❖ Developed and launched Channel [V] Korea, a joint venture with a local Korean record label.

FOX SPORTS – LOS ANGELES, CA (1994 – 1996)**VICE PRESIDENT, FINANCE**

Created and managed the financial and administrative operations for the Fox Sports division of News Corporation.

- ❖ Served on the Fox Sports launch team and as an original member of the senior management team.
- ❖ Built financial models and supported the negotiations of major sports rights acquisitions including Major League Baseball and the NHL.

CBS, INC.

1991 - 1994

**CBS SPORTS - NEW YORK, NY
FINANCE MANAGER**

- ❖ Created profitability analyses for network programming decisions, monitored sports production spending and recommended projects that would increase efficiency.
- ❖ Managed NFL, MLB, PGA, US Open Tennis, NCAA Basketball and Olympic production schedules.
- ❖ Administered capital spending reports, cash forecasts and monthly headcount.

DELOITTE & TOUCHE

1988 - 1991

SENIOR ACCOUNTANT - NEW YORK, NY

- ❖ Managed staff accountants and performed audits on financial services engagements.
- ❖ Named by the managing partner to the integration task force team to merge Deloitte Haskins and Sells with Touche Ross.

EDUCATION

NEW YORK UNIVERSITY'S STERN SCHOOL OF BUSINESS, Masters of Business Administration	1990
COLGATE UNIVERSITY, Bachelors of Arts	1988

AWARDS AND COMMUNITY INVOLVEMENT

Young Presidents' Organization - member since 2003 and a member of the executive committee since 2005. Named to the Northeastern United States regional board in December, 2010.

CableFAX 100 - named in 2009 and 2010 to the CableFax 100, the 100 most influential people in cable television.

The Hockey News - named in 2009 as one of the "Most Powerful People in Hockey."

Sports Business Journal - listed in 2009 on their chart of "People to Watch."

Boy Scouts of America - honored in 2010 with their Sports Industry "Good Scout Award."

Special Olympics Pennsylvania - Vice Chairman of the Board and Chairman of the Digital Marketing Committee.