



Mark A. Hodgkin

mahodgkin@gmail.com (401) 339-3854 @Mark_Hodgkin

Executive Vice President of Product Innovation, TicketSocket - 2019-Present

TicketSocket is a White Label ticketing company serving the sports, race registration, music, and entertainment space. TicketSocket currently operates in more than 35 countries and processes over \$750 million in tickets annually.

- Member of the TicketSocket leadership team with primary responsibility for product strategy and development for the company's Enterprise platform for seated events, recurring events, and timed ticketing events.
- Supervise and manage the company's Enterprise development team of up to ten full-time, remote, and offshore engineers.
- Reorganized Development and Product teams to foster better communication, higher levels of internal and external feedback, more efficient product launches, and enhanced quality control.
- Evaluated and documented the entire customer journey and audited the existing product.
- Utilize a variety of tools such as Jira, Aha, Asana, UX Pin, ReleaseNotes.io and others to build product roadmap, manage development projects, and share product information with clients.
- Write regular company blog posts and case studies for partners and prospects.
- Serve as the company's Data Protection Officer overseeing data protection strategy and compliance for regulations including GDPR and CCA.

Director of Product Innovation, NeuLion College - 2016-2019

NeuLion College provided websites, mobile apps, streaming services, and ticket/donor platforms for over seventy partners including Duke University, the University of Oklahoma, the University of Nebraska, and the Big 12 Conference.

- Member of the NeuLion College leadership team responsible for bringing innovative new products from concept to market. Have helped raise customer satisfaction from less than 70% to over 95% based on partner survey results.
- Managed the creation and release of all digital products by working with designers, programmers, project managers, and account managers.
- Oversaw new products and platform enhancements including NeuLion's PremierFlex mobile app, infographic generator, page builder, SocialDirect social sharing tool, and statistics product.
- Assisted the sales and account teams during presentations and partner meetings by effectively communicating product functionality, strategy and future road map. Held regular calls for partners on new products and hosted Product Theater presentations at NACDA Conventions.
- Worked closely with school and conference partners to pinpoint pain points, gather feedback and devise customer-focused solutions. Made regular visits to partners to discuss digital strategy and how to reach their goals.
- Used market and customer research, internal and external feedback, and analysis to identify new opportunities and partnerships that drive conversion, retention, and user engagement.
- Supervised NeuLion College's Creative Services team of graphic and web designers.

Assistant Commissioner (Branding, Creative & Digital), American Athletic Conference (Formerly BIG EAST Conference) 2009 – 2016

The American Athletic Conference (www.TheAmerican.org) was reconstituted out of the old BIG EAST Conference after the last period of major conference realignment in 2013.

- Had previously been promoted to Senior Director of Digital Media when conference was reconstituted on July 1, 2013. Served as Director of Digital Media at BIG EAST Conference from 2009 to 2013.
- Directly supervised the conference's digital media team and oversaw coordination and management of the conference's new media efforts including website, video, and social media. Established digital presence considered on par with the "Power 5" conferences.
- Worked hand-in-hand with various vendors in strategic digital partnerships.
- Managed creation of The American Digital Network including live production of 70 yearly events from 2013 to 2016 and hundreds of hours of original content created at the conference office.
- Led monthly calls and organized yearly in-person meetings with marketing contacts from each conference school to exchange best practices and foster better communication between the conference and its membership.
- Oversaw proper usage of the conference's visual identity as the conference's licensing lead and worked with conference staff, licensing and merchandising partners, and conference membership to ensure branding guidelines were met.

Marketing & Media Relations Assistant, Boston College – 2008 – 2009

Director of Athletic Marketing & Promotions, Bryant University - 2006- 2008

Education

University of Texas at Austin

Bachelor of Arts (History) - 2006

Bryant University

Masters of Business Administration - 2008

Other Projects

Co-Host, Sports Leadership Podcast - 2016-Present

- Co-Host and produce a regular podcast covering topics of leadership and professional development and interviews with leaders in the sports industry.