



Eric Woolworth

President of Business Operations
The HEAT Group

Beginning his 17th season with The HEAT Group and 11th at the helm of the organization as President, Business Operations, Eric Woolworth has made an indelible impression on both the Miami HEAT and AmericanAirlines Arena. His leadership has helped transform the organization and redefine its corporate identity into a customer service and sales driven machine that is among the elite in the sports and entertainment industry. Under Woolworth's direction the HEAT has been consistently recognized as an NBA leader in customer service, fan entertainment, marketing, sales, and Arena operations, and has become a recognized leader in the South Florida business community. Working side by side with Pat Riley, Eric's efforts have made the HEAT a first-class organization away from the court as much as it is on it.

The team's innovative fan-friendly and flexible renewal program complements its very successful and often imitated in-Arena S.M.I.L.E. program aimed at exceeding a guest's expectations and creating an exciting experience at events. These initiatives have brought a high level of service and value to season ticket holders and guests, as well as a streamlined renewal and playoff payment process while introducing new and exciting benefits for loyal season ticket holders and other lucky fans.

Recognizing the power of database marketing, Woolworth turned the company's focus toward becoming an early adopter of this technology and quickly capitalized on it. In the past 11 years, the HEAT has compiled one of the richest direct marketing databases in the NBA. The HEAT Group has become proficient in utilizing these powerful channels to deliver sales offers and news, now leads the NBA in terms of revenue derived from database marketing, and leverages these assets to support the marketing efforts of its ever-expanding corporate partner base. Most recently, the HEAT has become an industry leader in building and exploiting a large and sustainable social media following.

Under Woolworth's guidance, The HEAT Group's Business Operations Division continues to garner accolades in a variety of disciplines. Success stories for the 2010-11 season included the HEAT Social Media Department garnering 3,605,000 Facebook fans and 271,000 Twitter followers, the HEAT Season Ticket Services Department recording the highest Season Ticket renewal rate in franchise history and one of the highest renewal rates in the NBA, with the online renewal percentage ranking amongst the

top in the League, the HEAT Internet Services Department winning the coveted NBA Web Traffic Award for HEAT.com and the HEAT Retail Department recording the most retail sales in the NBA.

Woolworth has been at the forefront of several major capital improvement projects to the AmericanAirlines Arena, which celebrated its 10-year anniversary on December 31, 2009. Upgrades included:

- The unveiling of MiamiMediaMesh at AmericanAirlines Arena, the first-of-its-kind energy-efficient 3,400 square foot digital media façade, which is the largest digital LED display in the Southeast region of the United States.
- The multi-million dollar High Definition upgrade of all digital infrastructure at AmericanAirlines Arena including the center hung video board, all broadcast and production equipment, all Arena displays and televisions, the digital signage control system, vertical column ad displays, corporate sponsor signage, directional signage, and concession menu boards.
- The fully customizable “experience” fans now enjoy as they enter the AmericanAirlines Arena through the newly renovated Bacardi Grand Entrance—an extensive re-branding project, which includes state-of-the-art digital signage and graphic enhancement tailored to the specific audience of any single event.

Woolworth’s efforts have also firmly planted AmericanAirlines Arena on the map of elite venues, hosting such world-class events such as Madonna, Marc Anthony, Billy Joel, Eric Clapton, Paul McCartney, The Rolling Stones, U2, Luis Miguel, Justin Bieber, Hannah Montana/Miley Cyrus, Phish and many others that play before sold-out crowds. The Arena also secured the 2004 and 2005 MTV Video Music Awards, the first two times in the award show’s history it was hosted outside of New York City or Los Angeles. Popular family shows that make annual stops at the Arena include classic favorites Disney On Ice, Wiggles, the Harlem Globetrotters and the RB&BB Circus.

Woolworth’s primary responsibility consists of directing and overseeing all non-basketball aspects of the organization from Marketing and Community Affairs to Sales and Service, Human Resources, Merchandising, Finance, Event and Arena Operations, and more. His efforts have created a professional cutting edge atmosphere for both the employees and the customers.

Woolworth steadily climbed the ranks of The HEAT Group after first joining the HEAT as General Counsel in 1995 and a successful legal career in Washington, D.C. His business acumen and key role in the development of the AmericanAirlines Arena led to his promotion to President, Business Operations in January of 2001. He had served as interim President from August of 2000 to January of 2001.

Woolworth is a cum laude graduate of both Georgetown University and Georgetown University Law Center. He lives with his wife, Jocelyn, their son, Jackson, and their daughter, Cassidy, in Coral Gables. They generously spend their time and resources to assist the community, donating time to several charitable organizations including serving on the Boards of Big Brothers Big Sisters and the Children’s Craniofacial Association at Miami Children’s Hospital.