

# BYRON K. RUCKER

Chief Operations Officer for Club 9 Sports, with 25+ years of professional sports management and event production experience. While creating and managing events throughout the southeast for multiple organizations and facilities, Byron has spent a great deal of time assisting non-profit organizations and local cities in their fundraising efforts. From creating his own sports marketing company to coordinating events and operations for some of the world's high-profile athletes, Rucker has proven his ability to coordinate, plan and produce events of the highest quality.

Prior to joining former business associates with Club 9 Sports, Rucker was the Executive Director of Main Street Events, Inc., a non-profit event management and production organization. For five years, MSE was responsible for producing major weekly and seasonal events throughout the region in upstate South Carolina, including the annual "Fall for Greenville" food and entertainment festival with more than 200,000 attendees. The events produced by MSE drew in excess of 500,000 event-goers and assisted in fundraising efforts for more than 100 non-profit organizations each year. The events produced by MSE included a parade for world-class cyclist George Hincapie, which drew a special appearance by his friend and 7-time Tour de France champion Lance Armstrong. MSE handled all aspects of each event including entertainment, food, volunteers, sponsorship sales, finance and logistical support.

With the development of Greenville's BI-LO Center (a 16,000 seat arena) in 1998, ScheerSports solidified its position as one of the premiere sports marketing and management companies in the Southeast. Rucker worked in multiple positions for the next 7+ years, including GM of the ECHL Greenville Grrrowl, af2 Carolina Rhinos and NBDL Greenville Groove. The Grrrowl set standards in the ECHL for game operation and production, as well as attendance, culminating in a league championship in the 2001-02 season. The BI-LO Center was home for the 2002 NCAA Men's Basketball First and Second Rounds, conference basketball tournaments for the Southern and Southeastern Conferences, the first game of Michael Jordan's return to the NBA with the Washington Wizards, plus multiple NBA and NHL pre-season games—all produced by ScheerSports, under Rucker's direction.

After graduation from Presbyterian College in 1984, Byron served as Women's Basketball Coach and Sports Information Director (both first full-time positions at the school) at his alma mater for five years. Stepping into the sports marketing world, Rucker created Marquee Events, a to produce and market sporting events, including the High School Football and Basketball Championships as well as All-Star games for both sports in SC; multiple LPGA Pro-Am events; local and regional AAU competitions; and the ACC Baseball Tournament—where it saw record-breaking attendance over a nine-year tenure. Marquee Events merged with ScheerSports in 1997. Byron is a lifelong resident of Greenville, SC along with his wife and two children.

## CAREER BIOGRAPHICAL INFORMATION

