

Thomas Renedo Jr.

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BUSINESS DEVELOPMENT LEADER LICENSING & PARTNERSHIPS

Licensing expert and consultant with over 25 years of success in building key partnerships and managing successful licensing strategies across multiple categories. Cultivate high profile relationships across corporate, league and team organizations with a proficiency in brokering impactful deals that bolster internal and external goals. Developed decades of deep knowledge in sports and interactive entertainment industries over 20 years at EA Sports.

BUSINESS DEVELOPMENT
PARTNERSHIP MANAGEMENT
IP LICENSING
EVENTS MANAGEMENT

SPORTS MANAGEMENT
SPORTS MARKETING
SPORTS LEAGUES
MOTORSPORTS

AUTO MANUFACTURERS
PRODUCT PLACEMENTS
CELEBRITY ENDORSEMENTS
NAME IMAGE LIKENESS (NIL)

NOTABLE PARTNERS

SPORTS

NFL & NFLPA, Pro Football Hall of Fame, NCAA & NCAA Football, NHL & NHLPA, IIHF, NBA, NASCAR, FORMULA 1 (F1) PGA TOUR, PGA of America, LPGA, DP World Tour, Ryder Cup, RA and USGA

AUTO BRANDS

Audi, Bentley, Bugatti, Ferrari, Ford, GM, Koenigsegg, Lamborghini, McLaren, Mercedes-Benz, Nissan, Porsche, Volkswagen

CELEBRITY & TALENT

David Beckham, Bruce Lee, Tiger Woods (PGA TOUR), Rory McIlroy (PGA TOUR), Brad Nessler, Kirk Herbstreit, Lee Corso

EXPERIENCE

Renedo Consulting Services, Remote

2023–Present

Global Licensing Consultant

- ▶ Lead large-scale inbound content licensing partnership negotiations and foster relationships with high-profile accounts.
- ▶ Drive business development for gaming clients — developing innovative partnership strategies to secure new, global licensing partnerships and product endorsements.

EA SPORTS, Charlotte, NC | Remote

2001–2023

Director of Business Development, Global Licensing Partnerships

2019–2023

- ▶ Developed and nurtured key licensing partnerships with multiple leagues, teams, and governing bodies.
- ▶ Led annual budgeting (~\$10M) for multiple game titles as well as financial planning and implementation of licensing strategies to meet the needs of the business.
- ▶ Managed motorsports and car manufacturer licensing for EA's Real Racing 3 and Need for Speed franchises, including the licensing partnerships with F1, NASCAR and Formula E as well as with global car manufacturers.
- ▶ Responsible for all in-game content licensing for EA's NASCAR Thunder franchise, which includes licensing partnerships with NASCAR, NASCAR teams and drivers, SMI, ISC and all independent tracks as well as in-game placement with key NASCAR partners such as Nextel/Sprint.
- ▶ Successfully secured first time licensing partnerships with Augusta National (The Masters), USGA (U.S. Open), PGA of America (PGA Championship), R&A (The Open), the LPGA and the Ryder Cup.
- ▶ Drove the strategic licensing partnerships with domestic and international hockey leagues: IIHF World Championships (Men's & Women's), American Hockey League, East Coast Hockey League, Canadian Hockey League, DEL (Germany), SM Liiga (Finland), SHL (Sweden) ICE Hockey League (Austria), Czech Ice Hockey League, Swiss National League and the Champions Hockey League.
- ▶ Negotiated and managed the licensing partnership with NBC Sports for the NHL on NBC in-game integration package.

Sr. Manager, Business Affairs	2016–2019
Sr. Manager, Licensing	2012–2016
Manager, Licensing	2010–2012
Sr. Compliance Specialist	2007–2010
Business Affairs Coordinator II	2005–2007
Producer Assistant II	2001–2005

- ▶ Owned the relationship with the Collegiate Licensing Company and NCAA Football on behalf of EA’s NCAA Football franchise from 2001-2014 — including gaining partnerships with universities, conferences, bowls, AFCA and CBS Sports and securing in-game talent for “play-by-play”/“color commentary” (Brad Nessler, Kirk Herbstreit, & Lee Corso).
- ▶ Managed the in-game content licensing for EA SPORTS Tiger Woods PGA TOUR, Rory McIlroy PGA TOUR and EA SPORTS PGA TOUR franchises which included our licensing partnership with the PGA TOUR, individual licenses with world renowned golfers and golf courses along with various golf equipment providers and sponsors.
- ▶ Secured celebrity product endorsement with David Beckham, through XIX Entertainment, to appear in EA SPORTS Active 2 title in 2011.
- ▶ Brokered the license agreement with Bruce Lee LLC to include the name, image and likeness of Bruce Lee in EA’s UFC franchise.

ADDITIONAL ROLES

The Motorsports Decisions Group, Charlotte, NC | Remote — Director of Licensing (1999–2001)

Nuveen Tennis Tour, Charlotte, NC | Remote — Event Operations Manager (1998)

Montreal Alouettes, Montreal, Canada | Remote — Football Operations (1997)

1996 Summer Olympics, Birmingham, AL — Director of Operations, Birmingham Soccer Venue (1995-1996)

SPEAKING ENGAGEMENTS

Frequent panelist and speaker at universities and organizations, covering topics such as:

Sports Management & Marketing, Introduction to Licensing, In-Game NIL Rights, Growth of Sports Marketing in Video Games, Sports Licensing, League and Team IP, Player’s Associations (GLA – Group Licensing Agreements), Integration of The Open and The Ryder Cup in PGA TOUR Franchise, Integration of the IIHF Championships in NHL Franchise, and Car Manufacturers in Racing Titles

- ▶ Panelist: University of Kentucky, Sports Management Marketing Academy (2010)
- ▶ Guest Speaker: University of North Carolina, Charlotte (2012)
- ▶ Panelist: TPG Sports Group (2014)
- ▶ Guest Speaker: Clemson University (2022)
- ▶ Guest Speaker: Georgia Southern University (2022)
- ▶ Guest Speaker: University of Central Florida – DeVos Sport Business Management (2023)

EDUCATION

M.S., Sport Management
Georgia Southern University

B.S., Management
Clemson University

SKILLS

CRM | Microsoft Office Suite | SaaS | Brand Partnerships | Project Management