

# ALAN ARLT

2488 Winnetka Av N. Minneapolis, MN | ☎ (952) 838-5683 ✉ alan@alanarlt.com

*Results-driven business leader with 25 years of experience at the intersection of business, media, and sports. Founder and Senior Executive with a proven track record of scaling operations, driving revenue growth, and cultivating strategic alliances.*

*Adept at leading teams, fostering innovation, and delivering impactful sales and marketing campaigns. Expertise in business operations, digital marketing, leadership, and strategic planning.*

## PROFESSIONAL HISTORY

*Co-Founder and Principal Consultant, **ARLT SPORTS, LLC.***

Minneapolis, Minnesota. November 2022 to present

- Launched sports-centric consulting agency, building industry connections and preparing for future role aligned with business development and revenue growth.

*Founder of **ULTIMATE HOOPS, INC.***

Minneapolis, Minnesota. December 2005 to present

- Founded and grew premier basketball entertainment company achieving 18x ROI via acquisition by Life Time, Inc.
- Expanded nationally, generating consistent multi-million-dollar revenue and customer growth.
- Cultivated high-profile partnerships with Nike, Adidas, and Spalding.

*Senior Director of Basketball Operations, **LIFE TIME, INC.***

Minneapolis, Minnesota June 2008 to November 2022

- Transformed Ultimate Hoops into largest network of recreational basketball leagues in North America.
- Led 500-member team, introduced skills training division, and managed dynamic marketing strategies.
- Orchestrated exclusive NBA & WNBA camps and National Tournament events in Las Vegas and New York City
- Featured in Bill Taylor's book, "Practically Radical," highlighting innovative business approach.

*National Manager, Ad Sales Marketing & Sponsorships **DISCOVERY NETWORKS, INC.***

New York, NY. January 1999 to January 2004

- Generated \$120M in advertising revenue, increasing sponsorships from \$30MM to \$90MM.
- Led cross-functional teams for global sponsorships, delivering visually appealing designs.

*Manager, Ad Sales Marketing & Sponsorships **DISCOVERY NETWORKS, INC.***

December 1997 to December 1998

- Centralized sales efforts (saving 500-labor hours/year) by creating turnkey and customizable presentation-making tools.

*Sales Associate, TBS and TNT Networks, TURNER BROADCASTING SALES, INC.*  
New York, NY January 1996 to December 1997

- Compiled sales plans, managed sales assistant, and maintained commercial inventory.

## EDUCATION

*Bachelor of Arts in English & Journalism, UNIVERSITY OF MINNESOTA, Minneapolis, Minnesota*

## AWARD

*Top speaker, Companies Inside Expo, Minneapolis Convention Center*