

BRENDAN PODEST

Sponsorship Strategy | Brand Partnerships | Athlete & Property Marketing

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SUMMARY

Sports marketing professional combining agency-side strategy at **Wasserman** — including the data-driven athlete-evaluation work that informed Nationwide's signing of **Saquon Barkley** as ambassador across its \$3.5M+ NFL portfolio — with nearly two years of B2B partnership development and AI workflow leadership. Now targeting brand-side sponsorship strategy or agency-side partnership roles.

EDUCATION

Georgetown University — Master of Professional Studies, Sports Industry Management 2022 – 2024

James Madison University — B.S. Sports Management, Minor in General Business 2018 – 2022

Sigma Phi Epsilon — VP of Communications, VP of Finance

EXPERIENCE

Stepful — Employer Partnership Associate, B2B Sales / GTM Feb 2025 – May 2026

Healthcare workforce ed-tech platform • New York, NY

- Sourced and qualified enterprise partnership opportunities at major U.S. health systems through strategic account planning, multi-touch outreach to operational and C-suite stakeholders, and on-site brand activation at national industry conferences — passing qualified deals to Account Executives
- Drove **150+ qualified strategic conversations** and contributed to a **7-figure influenced pipeline** over 15 months running account-based partnership campaigns
- Pioneered AI adoption as team **AI Champion**, designing and deploying two custom GPT workflows used across the BD and marketing organization — automating account research and surfacing real-time partnership signals from news, hiring, and leadership-change data

MemoryBlue — Sales Development Representative Jun 2024 – Feb 2025

- Executed outbound partnership development for B2B SaaS clients Stepful and Eppo after completing MemoryBlue's SDR Bootcamp — recruited internally by Stepful as a full-time hire

Wasserman — Brands & Properties, Marketing Intern Summer 2023

Sports marketing agency • Brooklyn, NY

- Advised Nationwide on its **\$3.5M+ portfolio of 16 NFL team partnerships**, plus league-level work across the NWSL, MiLB, The Memorial Tournament (PGA TOUR), and the Kentucky Derby
- Engineered a proprietary, data-driven NFL-athlete evaluation framework ranking dozens of players across social affinity, sponsorship clutter, sentiment, awards, and news momentum to inform Nationwide's brand-ambassador strategy. **Saquon Barkley, recommended by this analysis, was later signed by Nationwide as ambassador for the "So Much More" campaign launched April 2025**

Maxwell Football Club — Operations Intern. Managed sponsorship account servicing and built data infrastructure for FBS Sport Information Directors, bowl games, and college football awards Jun 2021 – Jan 2022

BMW Championship at Caves Valley GC — Corporate Venue Captain. Captained a 20+ volunteer team delivering executive hospitality at the 16th-green skybox throughout this PGA TOUR FedExCup Playoff event Aug 2021

SKILLS & TOOLS

Partnerships & Sponsorship: Sponsorship strategy, asset & sponsorship valuation, brand activation, athlete-brand matchmaking, NIL, hospitality programming, contract negotiation, integrated campaign development.

Strategy & Analytics: Account-based marketing, market & competitor research, audience analysis, performance measurement, partnership recap & ROI reporting.

Sales / CRM: HubSpot, Salesforce, LinkedIn Sales Navigator, ZoomInfo, Gong.

Office & Creative: Excel (advanced), Keynote, PowerPoint, Adobe Photoshop, Google Workspace.

AI & Automation: Custom GPT design, prompt engineering, AI workflow automation, Claude, ChatGPT, n8n.

Certifications: MemoryBlue SDR Bootcamp • Leland L1 & L2 AI Development • Stepful team AI Champion.