



# ALEX GALLEGOS YBA PRESENTATION

12.02.13

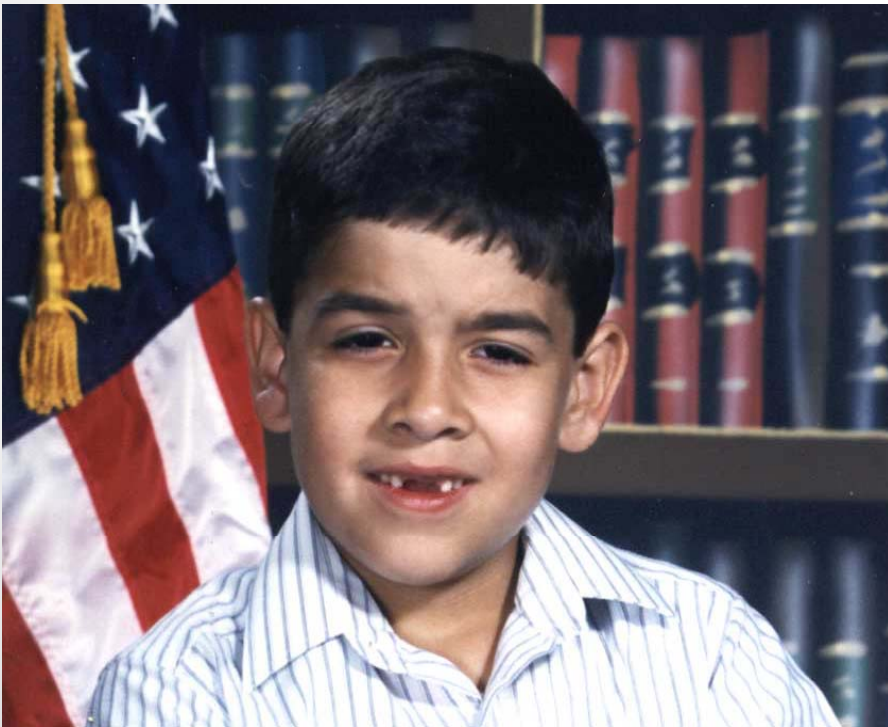
# INTRODUCTION

- My name is Alex Gallegos, I am 32 years old.
- I work for Chivas USA of Major League Soccer
- We are a professional soccer team, we play in the most competitive soccer league in North America.
  
- I am the VP of Marketing and Sales.
- My role is to oversee three commercial areas of the company: ticket sales, marketing and corporate partnership.



# The Early Years...

I was born in Monterey Park, I have lived in East Los Angeles, Baldwin Park, Diamond Bar, Alhambra, Calabasas, Monterey Park, Pomona and Riverside.



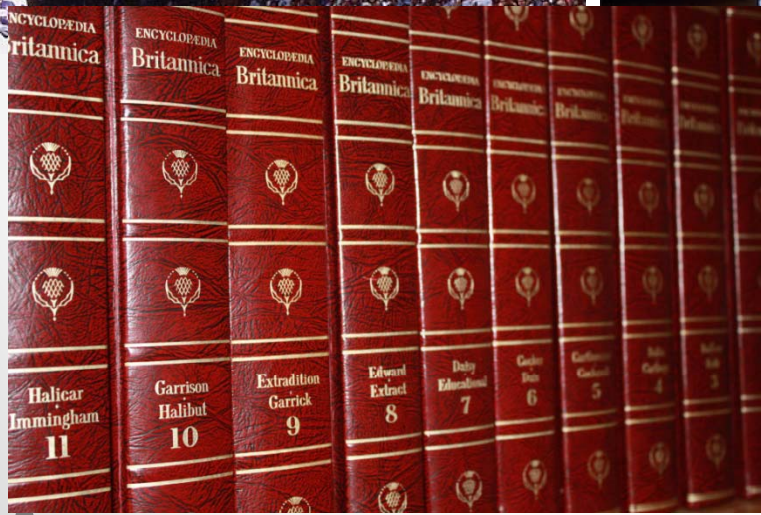
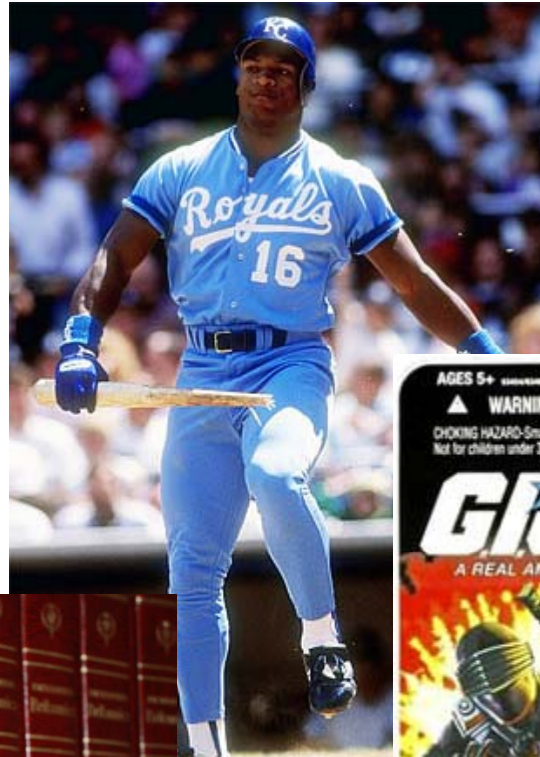
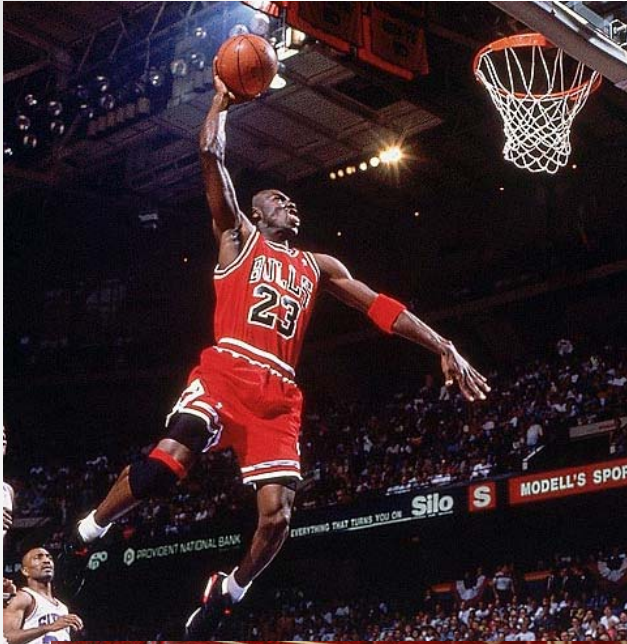
Second grade, toothless.



Junior year, High School.



# More Early Years...





# More **Early** Years...

A little about my family...



Two brothers, two nephews.

•



Best Mom ever.

•

# HIGH SCHOOL

- I attended Rubidoux High School in Riverside, CA.



# HIGH SCHOOL

- As a student I was involved in a multitude of things:
  - Yearbook (Editor in Chief)
  - Varsity Soccer
  - Varsity Tennis
  - Student Government
  - Various Clubs
- School came easy to me for some reason (4.02 GPA), I really liked sports but was friends with all kinds of kids.
- I always know I wanted to go to college, Michigan was my first choice since I was really young.
- I was really into History and since I always thought I was right when I argued with people, I figured I would be a good lawyer.

# HIGH SCHOOL

## Things I enjoyed in HS

- Sports
- Music
- Reading
- Hanging out with friends
- Hackey sack
- Building things

## Things I did not enjoy in HS

- Math
- Waking up early
- Homework
- Pulling weeds in our backyard
- Eating vegetables





# HIGH SCHOOL

## Jobs I Worked

- Busbuy
- Mowed lawns
- Made Native American jewelry
- Sold candy from Costco
- Sold knockoff Oakleys
- Worked with my Dad

## Obstacles/Adversity

- Parents had limited income
- School didn't have best reputation
- Lots of friends didn't graduate, distracted by other things



# UNDERGRAD/GRAD

- I attended Pepperdine University (Undergrad)
- I got my Masters from Cal State LA



*Pepperdine University, Malibu, Ca*



# UNDERGRAD/GRAD

## Activities/Athletics in College

- IMR sports
- Campus Radio
- Fraternity
- Mentor at local HS

## Jobs I worked while in College

- Office of Financial Aide
- Bank of America
- Computer Lab
- Worked with my Dad



# UNDERGRAD/GRAD

## Favorite classes

- Volleyball Class
- European Business Colloquim
- Broadcast production

## Least favorite classes

- Mass Comm Law
- Humanities
- English

# UNDERGRAD/GRAD

## Fondest memories

- Lifelong friends
- Found my way
- Support of family
- Awesome views

## Obstacles or adversity that you had to overcome

- Changed majors
- Family sacrificed to help put me through
- School was a little bit harder
- Waking up early!



# CAREER PATH

- 2002 - Promotions Intern (KBBT 100.3)
- 2003 – Promotions Assist (KFWB 980)
- 2003 – Sales Assistant (KRTN 101)
- 2003 – Marketing Specialist (KFWB 980)
- 2004 – Fan Development Coordinator (Chivas USA)
- 2006 – Promotions Manager (Chivas USA)
- 2007 – Director of Marketing (Chivas USA)
- 2013 – Director of Marketing & Sales (Chivas USA)
- 2013 – VP of Marketing & Sales (Chivas USA)



# CAREER



# CAREER

## My first Job

- Busboy

## My worst Job

- Teller at B of A (wasn't good at balancing)
- Filing in the Office of Financial Aide

# CAREER

## Challenges

- Learning to be a professional (growing up)
- Showing people you know what your doing
- Track record of success
- Learning new things
- Patience
- Sports industry
- Start up company
- Bad business planning
- 





# LEARN FROM ME

## Insights

- Never stop learning
- Do the things other people don't want to do
- Let your work do the talking
- If you ask your staff to do, you should be willing to do it as well
- Build consensus, involve people
- Always make choices by what is right for the company and not yourself, think long term
- Have a positive attitude, it goes a long way!



# CURRENT ROLE

## History

- Chivas USA founded in 2004
- Jorge Vergara and Antonio Cue

## Size

- 25 FO employees
- Plus coaches, technical staff and players

## Location

- Carson, CA

## Products

- World class soccer

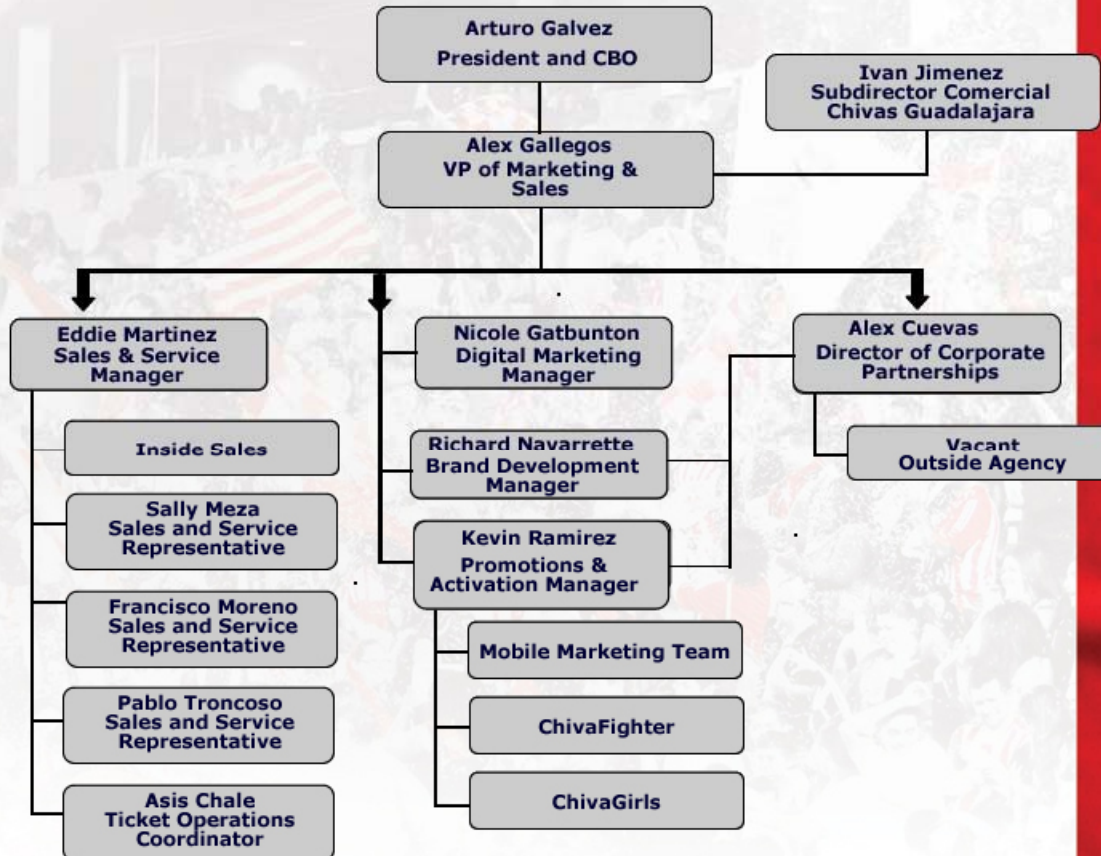
## Services

- Corporate partnerships
- Ticketing (individual, group, season)
- Community partnerships

# CURRENT ROLE



## Chivas USA - Marketing, Ticket Sales, Corporate Partnerships

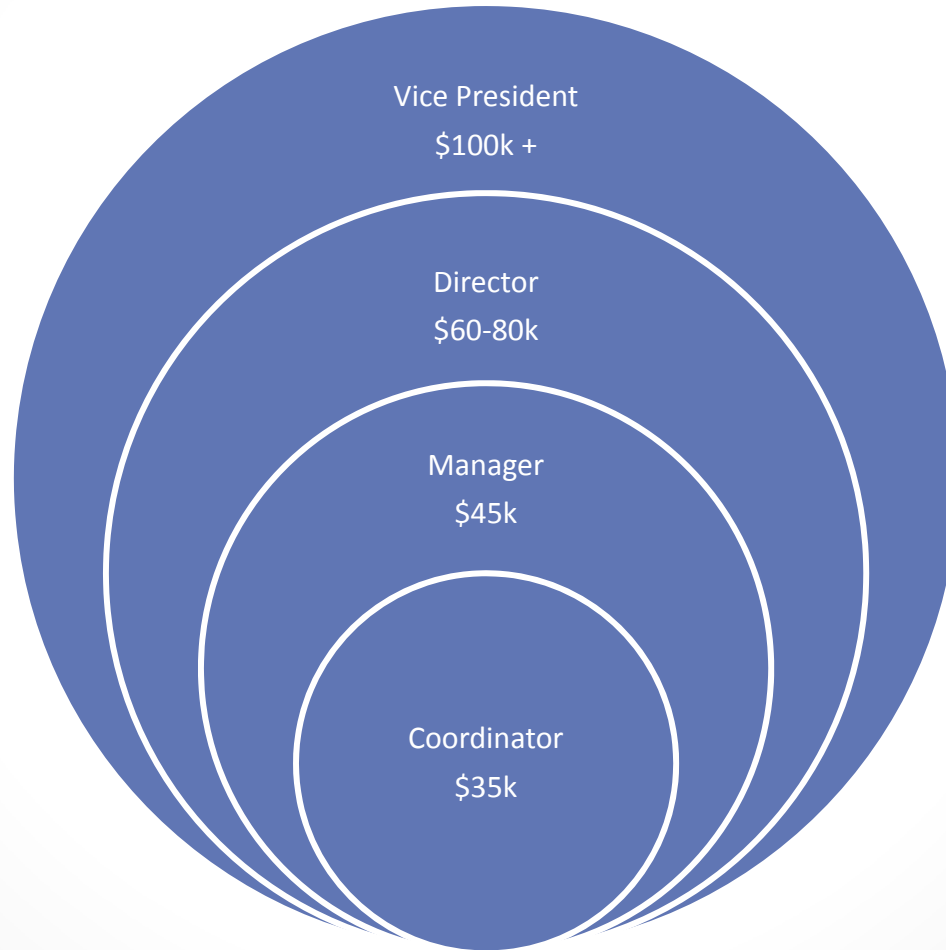


A New Era...





# COMPENSATION



# ACADEMIC EXERCISE

- We will now spend several minutes discussing the day's academic module and how it is relevant in the 'real world'

# QUESTION AND ANSWER

