

BRIAN A. JOKAT



London, UK

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INTERESTS:

Hockey, Golf, Adventure Sport, Fishing, Weight Training and Travel

LANGUAGES:

English
French (conversational)
German (conversational)

EDUCATION

SEPTEMBER 1981 TO APRIL 1985

UNIVERSITY OF OTTAWA, ONTARIO CANADA

BACHELOR OF PHYSICAL AND HEALTH EDUCATION - B.P.H.E.(HONS.)

DEGREE WITH HONOURS (MINOR IN SPORTS ADMINISTRATION)

JUNE 1981

SUDBURY SECONDARY SCHOOL, SUDBURY, ONTARIO

DIPLOMA WITH HONOURS

CAREER EXPERIENCE

OCT 2107- MARCH 2018

**NATIONAL TEAM BOSNIA HERZIGOVINA, SARAJEVO WORLD CHAMPIONSHIPS DIV 3
HEAD COACH/TEAM SELECTOR**

- Responsible for off- ice training of prospects for WC team
- Developed on-ice preparation training of prospects for WC team
- Directed the development of a Sponsorship Program for financial assistance to National Team
- Coached all exhibition matches and WC matches held in Sarajevo for WC
- Placed 2nd in WC lost in finals to Turkmenistan

JAN 2015- JUNE 2016

OLYMPIC STADIUM LONDON LLDC/E20

COMMERCIAL ADVISOR NAMING RIGHTS OLYMPIC STADIUM

- Advised UK Government on securitisation of Naming Rights deal on Olympic Stadium (home of West Ham FC)
- Production of the sales materials and strategy to take the offer to market
- Overseen the pitch process and legal documentation for the contract
- Secured LOI with Tech Mahindra (40M GBP+)

APRIL 2014 – OCT. 2014 (6 MONTH CONSULTANCY)

OLYMPIACOS FC, ATHENS GREECE

COMMERCIAL TEAM SPECIAL ADVISOR

- Consulting for the Commercial Team in order to build revenue streams to better market the asset

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- Areas included Olympic Stadium Naming Rights, Sponsorship, VIP Suites, Premium Seats, Season Tickets
- Development of a marketing strategy plan and production of marketing materials for all areas
- Implementation of a sales strategy and timelines for all areas to increase revenues
- Working with MD on Museum development plans and stadium renovations (Suites/VIP Bar/Exterior wrap)

OCTOBER 2012-APRIL 2014

SABBATICAL TRAVEL

- Sailed across the Atlantic Ocean from UK on a Farr 65" with 12 people to Caribbean (2 months) , then travelled abroad
- Winter months spent in Villars, Switzerland teaching skiing, personal training, coaching ice hockey and power skating

OCTOBER 2005-SEPTEMBER 2012

SKATECO UK LIMITED

MANAGING DIRECTOR/OWNER

- Owner of a sponsorship consultancy and events company
- Created and owned the Canary Wharf Ice Rink for 7 years with sales of over £6M
- Managing and operating The O2 Ice Rink in the former Dome Nov-march '08
- Consulted with Canary Wharf Arts and Events for Summer Gala's sponsorship '06
- Assisted Philips to secure multi-million dollar business partnership
- Secured £230,000 sponsorship for the "NHL Premiere @ The O2 London" Sept. '07 LA Kings vs Anaheim
- Interim CEO with The Bonham Group consulting on sponsorship rights, valuation and negotiation. (2012)
- Consulted for the Naming Rights deal for City Cruises boat lines for £1.5-2M x 5 years .

MAY 2003 – OCTOBER 2005

ANSCHUTZ ENTERTAINMENT GROUP (AEG)

DIRECTOR OF SALES, UK (MILLENNIUM DOME PROJECT)

- Reporting back to MD UK & Global President for all revenue driven activities for the new Millennium Dome pertaining to Naming Rights (The O2), Founding Partnerships and VIP Hospitality Boxes.
- Conducted pre-sales research activities, focus groups, for VIP Hospitality suite program, Naming Rights, Founding Partnership and club seating programs.
- Responsible for creating signage package and hospitality programs within the recommendations, and working with creative agency to "customise" each offering to our corporate partners.
- Governing the sales team and process of tracking revenues and reporting activity to MD.
- Annual targeted revenue of £25m+
- Board member of Charlton Athletic Community Trust
- Closed the Naming Rights deal for the Dome with O2 UK for \$125M (15 years)

SEPTEMBER 2001 – APRIL 2003

ANSCHUTZ ENTERTAINMENT GROUP (AEG)

DIRECTOR OF BUSINESS DEVELOPMENT

- Reporting back to MD Europe on seven AEG Clubs across Europe.(London, Geneva, Prague, Stockholm-2, Munich, Berlin)
- Create, facilitate and implement strategies as it relates to sponsorship, ticketing, merchandise, advertising research & data base management.
- Assist in "new business" opportunities.
- Represent AEG on various Boards of Clubs

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- Alternate Director, London Knights & Hammarby Soccer, Sweden
- Create revenue generation programme for the Millennium Dome project via Naming Rights, Founding Partners, VIP Suites and Club Seat Programs.

MAY 1999 – SEPTEMBER 2001

ANSCHUTZ ENTERTAINMENT GROUP (AEG)

LONDON KNIGHTS ICE HOCKEY CLUB (UK), CHIEF EXECUTIVE OFFICER

- Managed a £2.5 million budget
- Oversee Coach/General Manager player contracts
- Board of Director representation at ISL meetings
- Oversee sponsorship, PR, marketing, ticketing, merchandising and finance
- Developed long term planning with Managing Director of AEG Europe
- Worked with other AEG European Clubs on strategies for collective operational benefits

AUGUST 1998 – JANUARY 1999

WPHL, WACO WIZARDS HOCKEY CLUB

CEO -GENERAL MANAGER

- Managed a \$1.5 million USD budget
- Media and advertising planning and press conferences
- Developed Sponsorship package offerings
- Co-ordinated team travel, accommodations and contracts

NOVEMBER 1997 TO JUNE 1998

D.E.L. (DEUTSCHE EISHOCKEY LIGA) OBERHAUSEN ICE HOCKEY CLUB

CEO -GENERAL MANAGER

- Coach/player selection and contract negotiations
- Management of 6 million deutsche mark budget and office staff for hockey franchise
- Liaison to arena for ticketing and box office functions, ice time and game day operations
- Overseeing merchandise sales and inventory control
- Development of sponsorship packages, management of sales team, media relations and weekly press conferences
- Representation at monthly D.E.L. meetings on league related issues

APRIL 1992 TO NOVEMBER 1997

NHL OTTAWA SENATORS HOCKEY CLUB

SENIOR CORPORATE SALES EXECUTIVE

- Maintained Top Sales executive position for entire term of employment
- Billed over \$6 million in 1996/97 season
- Promoted the Senators NHL club in a professional manner
- Leasing of Corporate Skyboxes at the Corel Centre for short and long term contracts
- Target multinational, national and local advertisers for potential stadium signage, game day magazine, print properties as well as in market consumer package driven promotions
- Develop sales packages and pricing for our properties
- Notable accounts were Molson's, Chrysler, Canada Post, Air Canada, Ontario Lottery Corporation

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AUGUST 1991 TO APRIL 1992 RAWLCO COMMUNICATIONS/MAJIC 100 MEDIA CONSULTANT

- Maintained Top Sales executive position amongst the team of 8
- Promote awareness of new station in the community
- Initiate, plan and develop imaginative and aggressive advertising and marketing strategies
- Conduct client interviews and formulate presentation proposals
- Work in close association with various departments (i.e. Traffic, Accounting, etc)
- All marketing and public relations activities in support of the company and/or client
- Prepare daily and weekly call patterns as dictated by account lists
- Achieve individual sales quotas as per station revenue targets
- Participated in the launch of this station from an idea. to number one status

1991 THROUGH 1993 SEASON UNIVERSITY OF OTTAWA GEE GEES ASSISTANT COACH

- Initiated individual and team off-ice training
- Responsible for offence (2nd in our division East), bench and practices duties
- Organised European schedule and relations in Germany
- Evaluation and selection of talent

NOVEMBER 1989 TO AUGUST 1991 TELEMEDIA COMMUNICATIONS MEDIA CONSULTANT

- Initiated, plan and develop imaginative and aggressive advertising and marketing strategies
- Conduct client interviews and formulate presentation proposals
- Achieve individual sales quotas as per station revenue targets
- Achieved 190% of radio budget for Fiscal 1990, 142% for Fiscal 1991
- Developed \$69K in new business in Fiscal 1990, and employee of the month in April of 1990 and '91

NOVEMBER 1989 TO AUGUST 1991 SUDBURY CUBS JR. A HOCKEY CLUB ASSISTANT COACH

- Assumed role of Assistant Coach/Strength Coach
- Maintain statistics, run on ice training and provide support for other areas within the club

AUGUST 1988 TO APRIL 1989 LABATT'S BREWING COMPANY U.K. PUBLIC RELATIONS

- Promote Labatt's products in local clubs throughout Manchester, England
- Exclusive representative for the Altrincham Ice Rink
- Organised Labatt's advertising within the Ice Rink and with the Trafford Hockey Club

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PLAYING AND COACHING STATISTICS

HIGHLIGHTS

COACHING RECORDS

Season	Club	Games	W	L	T
2017/18	Bosnia Herzegovina National Team WC	5	3	2	
2013	Villars HC Swiss Division I	6	4	2	
1993	Shooting Stars All Stars Head Coach Boston Tournament	4 2 nd Place	2	2	-
1992-93	University of Ottawa Gee Gees Defensive Coach	22 1 st Place Division Finalist	17	5	-
1991-92	University of Ottawa Gee Gees Defensive Coach	22	10	10	2
1990-91	Sudbury Cubs Jr. A Assistant & Strength Coach	62 * NOJHA Champions * Ontario Champions * Centennial Cup Finalists (Lost to Vernon 8-4)	48	14	-
1989-90	Sudbury Cubs Jr. A Assistant Coach	61 * NOJHA Champions * Western Ontario Jr. A Champions	55	6	-

PLAYING RECORD

Season	Club	Games	G	A	PTS
1988-89	Trafford Metros Division I Manchester U.K. Top Scorer on Club	24	51	40	91
March '98	Tournament Andorra Spain MVP, Top Forward in Tournament	3	6	4	10
1987-88	Eishockey Club Schongau West Germany Oberliga Top Scorer on Club	25	37	24	61
1986-87	E.H.C Essen Essen, Germany Top 10 Scorer in Oberliga	34	48	47	95
1985-86	Bosnia Hokej Klub Sarajevo Top Scorer in Division I,	26	54	47	101

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HIGHLIGHTS

- Toronto Marlboro Draft Pick Major Jr. A
- CIAU Finalist 1985, University of Ottawa Gee Gees (Toronto)
- Board Member Charlton Athletic Community Trust 2005-2012,
- Advanced Hockey Coaching Certificate – Level IV Canada, Swiss Coaching License
- University of Ottawa Honours Degree in Physical Education – B.P.H.E. Honours (Sports Admin)

REFERENCES

MR. PHIL ANSCHUTZ

OWNER

AEG GROUP OF COMPANIES

LOS ANGELES/LONDON/DENVER

MR. CYRIL LEEDER

FORMER PRESIDENT/ CEO

OTTAWA SENATORS, NHL