

- Name: **Brant Donlon**
- Graduation Year: **2013**
- Job Title: **Sports Account Manager**
- Briefly Explain what you actually do for your job: **Sell**



Chattanooga as a sport tourism destination to lure event

organizers to the city/county. For example, AAU, Ironman, USTA Tennis, ASA/USA

Softball. We help support our local clientele who run tournaments/events in the

city/county to make their event successful. By doing so, travel teams want to come back

to Chattanooga and compete year after year. We are funded through the Hamilton

County occupancy tax, so when someone from that event stays in a hotel room, that

money goes back to promote tourism.

- What made you choose Sport Management as a degree plan? **Out of community college, I really didn't know where to go or what to do. I read that UTC offered this program, did a little research and said I love sports, why can't I work in sports!? I knew the road was long, but I will always choose to do something I love and I won't work a day in my life.**
- What experiences helped shape you while you were at UTC (personally and professionally)? **The one thing I remember from class is when Dr. Bailey brought in a couple of people from Bristol Motor Speedway. That is when it clicked I could really do something I love with this degree. I knew right away I needed to start networking, meeting people, researching what job opportunities there were. If I wanted to achieve success, it wasn't going to be easy, but I knew there was something out there for**

me. Therefore, I started researching skills necessary for working in sports. Very broad topic I might say, but hey it was a start.

- What do you wish you had known/done while you were here at UTC to prepare for the profession? **I had no idea the Chattanooga Convention & Visitors Bureau existed, let alone the Chattanooga Sports Committee. I traveled for sports growing up, but never realized this is how we got there or why we were even there. Keep researching, you never know what/who you might stumble across one day. Talk to professors, ask questions, because chances are they know a lot of people in the community within that degree they teach.**
- What kinds of things should someone do if they wanted to get your job (Be honest about where they should invest their time (i.e., networking, volunteering, academic achievement, etc)? **Networking and volunteering are the two biggest things you can do. Showing the willingness to put in time and make the effort to introduce yourself to someone goes a long way. I networked and ultimately got an intern position with the Chattanooga Lookouts. My current boss knew everyone at the Lookouts, so when my internship was up, they referenced me to the Chattanooga Sports Committee. I reached out to him and next thing you know, I am the intern with CSC, and eventually hired on. Amazing how one little connection can go a long way.**
- What are the challenges and blessings of being in this profession? What frustrates you and what keeps you there? **First of all, I love what I do. I wake up every day thankful for the opportunity that has been presented to me. There are many challenges that I run across, but finding creative solutions is always the fun part! With this profession, we are not**

always in the office, which is great. Sometimes we're outside putting in sweat-equity to achieve success for these tournaments, we travel- selling Chattanooga to different people/organizations in many cities across the country. It does take up a lot of our time throughout the year, but it's fun and I wouldn't trade it for the world.