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Chairman/Alternate NBA Governor ........................... Jerry Reinsdorf
President & Chief Operating Officer ...................... Michael Reinsdorf
Alternate NBA Governor ........................................ Robert A. Judelson
Executive V.P. - Basketball Operations .................... John Paxson
Executive V.P. - Business Operations/Alternate NBA Governor .......... Steve Schanwald
Senior V.P. - Financial & Legal/Alternate NBA Governor .......... Irwin Mandel
Assistant to the Chairman ........................................... Barb Reincke
Special Advisor to the President & C.O.O. ................ Scottie Pippen
Assistant to the President & C.O.O .......................... Carla DeLio
Executive Assistant to the Executive V.P.: Business Operations ........................ Val D. McElroy
Executive Assistant to the Senior V.P.: Financial & Legal .................. Denise Alaman

BASKETBALL OPERATIONS

General Manager ............................................... Gar Forman
Head Coach .................................................. Tom Thibodeau
Assistant Coaches .............................. Andy Greer, Adrian Griffin, Ed Pinckney, Mike Wilhelm
Assistant General Manager .............................. Randy Brown
Assistant General Manager ............................ Brian Hagen
Director of International Scouting/ Special Assistant to General Manager .............................. Ivica Dukan
Director of Pro Personnel ................................... Jay Hillock
Director of Basketball Operations ....................... Jim Paxson
Scout .................................................. Dave Bollwinkel
Advance Scout ................................................. Tom Barrise
Director of Sports Performance .............................. Jennifer Swanson
Head Athletic Trainer ............................................ Fred Tedeschi
Assistant Athletic Trainer ..................................... Jeff Tanaka
Head Strength Coach ......................................... Nick Papendiek
Assistant Strength Coach ..................................... Matthew Johnson
Equipment Manager .............................................. John Ligmanowski
Director of Basketball Administration ................. Karen Stack Umlauf
Director of Team Security .................................... Eric Buck
Senior Managers of Basketball Administration ............ Wendy Knoll, Kristine Watson
Video Coordinator .............................................. Dice Yoshimoto
Basketball Operations Assistant ........................... Steve Weinman
Team Locker Room Security .................................. John Capps

TICKET SALES

Vice President of Ticketing and Premium Seating .................. Keith Brown

TICKET OPERATIONS

Senior Director of Ticket Operations ....................... Joe O’Neill
Director of Analytics ........................................... Chris Kirk
Director of Ticket Operations ................................ Pam Kirk
Senior Manager of Ticket Operations ....................... Nancy DeFauw
Manager of Ticket Operations ................................ Erin Johnsen
Receptionist .................................................. Alicia Santana
Ticket Operations Assistant .................................. Leticia Liput
Ticket Representatives ......................... Alan Bukingolts, Katie Cavanaugh, Brendan Gilsenan, Melissa Gohde, Jay Gorcho, Emily Holmen, Alex Payne, Alii Rivera, Christen Roberts, Allison Schwartz

TICKET SALES

Senior Director of Ticket Sales ............................ David Dowd
Managers of Group Ticket Sales ......................... Robby Joseph, Brandon Wright
Manager of Guest Services ............................ Ashli Brummel
Senior Ticket Executive .................................. P.J. Cummings
Ticket Executives ............................. Peter Flowers, Sean Moore
Database Administration Coordinator ....................... Jacqui Iorio

CORPORATE SALES

Vice President of Corporate Sales .......................... Scott Sonnenberg

CORPORATE PARTNERSHIPS

Senior Manager of Corporate Partnerships .................. Sue Flando
Senior Account Executives of Corporate Partnerships ................. Curtis Cooper, Michael Kirschner
Managers of Corporate Partner Activation ...................... Michele Klein, Lindsay Hafeman, Megan Grabowski
Account Executive of Corporate Partnerships .................. Mark Levitt, Jenna Quinn

Corporate Partnerships and Game Operations Assistant .......................... Dan Hardina

GAME OPERATIONS

Director of Entertainment .................................................. Michelle Harris
Manager of Talent and Bulls Entertainment Network .................. De Smith
Manager of Administrative Services ....................... Gerard Longo
Manager of Entertainment ...................................... Barry Anderson
Manager of Game Presentation ............................... Emily Livacari
Entertainment Coordinator ..................................... Todd Abbott
Dance Team Administrator ....................................... Shante’ Roberts

PREMIUM SEATING

Senior Director of Premium Seating ......................... Greg Hanrahan
Senior Director of Rental Suites ............................ Curtis Baddeley
Manager of Premium Seating .................................. Valerie Tanaka
Premium Seating Coordinator .............................. Amanda Cruse
Premium Seating Assistant .................................. Brianna Bell
FRONT OFFICE DIRECTORY

BRANDING & COMMUNICATIONS
Vice President of Branding & Communications ................................................. Susan Goodenow

MEDIA RELATIONS
Senior Director of Public & Media Relations .................................................. Tim Hallam
Director of Public & Media Relations ......................................................... Sebrina Beyer
Senior Manager of Public & Media Relations........................................... Matt Yob
Manager of Public & Media Relations ..................................................... Shaun Hickombottom
Public & Media Relations Intern ...................................................... Daniel Wolk
Team Photographer .................................................................................. Bill Smith

PUBLIC AFFAIRS
Director of Public Affairs ........................................................................ Julie Adler
Manager of Corporate Communications .................................................. Christine Duhig

CREATIVE SERVICES
Director of Creative Services .................................................................. Jon Shoemaker
Senior Manager of Publications .......................................................... Tony Hyde
Manager of Creative Services ................................................................ Jeff Pitcock

BRANDING
Senior Manager of Branding ................................................................... Lisa Nucci
Branding Coordinator ............................................................................... Junhyun Bae

INTERACTIVE MARKETING
Director of Interactive Marketing ............................................................... Jeremy Thum
Senior Manager of Interactive Marketing ................................................. Adam Fluck
Web Manager ........................................................................................... Matt Moreno
Digital Content Coordinator .................................................................. Jenna Gales

BULLS-TV
Senior Producer of BullsTV ...................................................................... Brad Siegel
Creative Producer of BullsTV .................................................................. Josh Kahn
Assistant Producer of BullsTV ................................................................. Chris Ramirez
BullsTV Editor ........................................................................................... Jason Polevoi

COMMUNITY RELATIONS
Director of Community Relations and Player Programs............................... Tony Rokita
Senior Manager of Community Relations ................................................ Jeff Schultz
Community Relations Coordinator ......................................................... Hillary Thomas
Community Relations Assistant ........................................................... Tina Berto
Team Ambassador ..................................................................................... Sidney Green
Team Ambassador/Director of Community Affairs .................................... Bob Love
50/50 Raffle Coordinator ........................................................................... Nick Williams

CHICAGO BULLS CHARITIES
President of Chicago Bulls Charities ......................................................... Nancy Reinsdorf
Vice President of Chicago Bulls Charities ................................................. Leslie Forman

FINANCIAL & LEGAL
Controller ................................................................................................ Stu Bookman
Assistant Controller ............................................................................... Michele Chambers
Accountant ............................................................................................... Claudia Stevenson
Manager of Purchasing ........................................................................... Ben Adair
Financial & Legal Assistant .................................................................... Michelle Moore

MEDICAL STAFF
Head Team Physician ................................................................................... Dr. Brian Cole
Head Primary Care ...................................................................................... Dr. Kathy Weber
Team Physicians .......................................................................................... Dr. Bernard Bach,
Dr. Charles Bush-Joseph, Dr. George Holmes,
Dr. William Kohoe, Dr. Greg Nicholson,
Dr. Scott Palmer, Dr. Anthony Romeo,
Dr. Nik Verma, Dr. Simon Lee,
Dr. John Fernandez, Dr. Mark Cohen
Team Ophthalmologists .............................................................................. Dr. David Orth,
Dr. Jack Cohen
Dental Consultants ..................................................................................... Dr. Pete Chemello,
Dr. Stephen Douglas, Dr. Todd Jensen,
Dr. Mike Steichen, Dr. Matthew Gauthier
JERRY REINSDORF
CHAIRMAN AND
ALTERNATE NBA GOVERNOR

Jerry Reinsdorf assumed the position of Chairman of the Chicago Bulls on March 13, 1985, when he led the group that purchased controlling interest in the franchise. Reinsdorf is also the Chairman of the 2005 World Champion Chicago White Sox. His two professional sports teams – the Chicago Bulls and the Chicago White Sox – now have delivered seven World Championship titles to the city of Chicago and its sports fans.

During his tenure as Chairman of the Bulls, the team has captured six World Championships (1991-93, 1996-98). Reinsdorf has spearheaded construction of three major facilities for the Bulls – the United Center, home of the Bulls and the NHL's Chicago Blackhawks, which opened for the 1994-1995 season; the Sheri L. Berto Center, the current practice facility for the Bulls, which opened in 1992; and a new state-of-the-art Bulls practice facility, which is currently under construction and is scheduled to open in time for the 2014-2015 season. Reinsdorf was also responsible for construction of U.S. Cellular Field, home of the Chicago White Sox.

Both of Reinsdorf's sports franchises support the Chicago area community through a variety of efforts, including the team charities - Chicago Bulls Charities and Chicago White Sox Charities. Chicago Bulls Charities places particular giving emphasis on youth education, health and wellness, and violence prevention, and has supported worthy organizations throughout Chicagoland including: Ann and Robert H. Lurie Children's Hospital of Chicago; the James Jordan Boys & Girls Club and Chicago Bulls Family Life Center; Salvation Army Ray and Joan Kroc Corps Community Center; City Year Chicago; Youth Guidance; Mercy Home for Boys & Girls; Ronald McDonald House Charities; Bright Pink; and Gilda's Club Chicago. The Bulls, under Reinsdorf's leadership, provided funding to help establish Chicago Bulls College Prep School on the west side in 2009. A Noble Street Charter School, CBCP's first graduating class walked in June 2013, and 100% of the 165 seniors graduated and were accepted to a four-year college. Reinsdorf’s franchises also promote sports to thousands of children each year through the programs and outreach provided by the Bulls/Sox Training Academy, which opened in 2001.

Reinsdorf has been widely recognized for his professional, civic, and charitable contributions. In 2013, he received the SportsBusiness Daily/Journal Lifetime Achievement Award recognizing his record of business and philanthropic success. In 2011, he received both the Jefferson Award, one of the nation's top honors for community service and volunteerism, and the Barnes and Thornburg Jackie Robinson Award for diversity in the workplace. Reinsdorf was the 1997 recipient of the Order of Lincoln Award, the State of Illinois' highest award. He has also been honored by such organizations as: Keshet, Interfaith Organizing Project, American Academy of Achievement, Cystic Fibrosis Foundation, Trial Lawyers Club of Chicago, Chicago Historical Society, Chicago Jewish Sporting Hall of Fame, National Jewish Sporting Hall of Fame and Chicago Sports Hall of Fame. He has been awarded the Chicago Park District’s 1990 Chicagoan of the Year Award, the PUSH Bridgebuilder Award, National Italian-American Friendship Award, Northwestern University's Award of Merit, U.S. Air Force American Spirit Award, Ellis Island Medal of Honor, Mayor's Medal of Honor, Guardian of Children Award from the Jewish Council of Youth Services, Sports Lawyers Award of Excellence and an honorary degree in humane letters from Illinois College. Chicago Baseball Cancer Charities has twice conferred its Hallmark Award to Reinsdorf in recognition of his efforts.

In addition to his sports interests, Reinsdorf is an attorney, a certified public accountant, a specialist in real estate securities, a registered mortgage underwriter and a certified review appraiser. In 1997 Reinsdorf completed employment as chairman of the board of a real estate investment firm he co-founded in the early 1970’s and sold to American Express. Currently, he is a partner in Bojer Financial Ltd., a real estate investment company. He is a former member of the board of directors of Shearson Lehman Brothers, Inc., the Northwestern University Law School Alumni Association, LaSalle Bank, Equity Office Properties and numerous other corporations and charities. He is presently a Life Trustee of Northwestern University and in 2008 was appointed a Trustee of the National Baseball Hall of Fame & Museum.

Born in Brooklyn, N.Y. on Feb. 25, 1936, Reinsdorf graduated from George Washington University in Washington, D.C. and earned a law degree from Northwestern University after moving to Chicago in 1957. Reinsdorf and his wife, Martyl, have four children and eight grandchildren.
Robert A. Judelson is a partner of Bojer Financial Ltd, and Chairman of the Michigan Avenue Real Estate Group. Judelson served as First Vice Chairman and one of the founders of the Balcor Company, one of the country’s largest real estate investment firms, which was a subsidiary of American Express. The firm acted as a fiduciary in various limited partnerships and trusts, with aggregate investments in real estate of approximately $6 billion. Such partnerships had over four million individual and institutional investors. He was the founder of JMB Realty in Chicago and left in 1973 to become one of the founders of the Balcor Company. Judelson is a graduate of Northwestern University. He is also a member of the Board of Directors for the Chicago White Sox Major League Baseball Team and the Chicago Bulls. He is a former member of the advisory board of the Moran Eye Clinic at the University of Utah and of the Board of Trustees of the Utah Symphony, a former trustee of Eaglebrook School in Deerfield, Mass., and St. Andrew’s Preparatory School in Boca Raton, Fla. Bob and his wife, Joan, have two children, Julie Diaz, 46 (husband, Gene), and Hank, 43 (wife, Julie), five grandsons and a granddaughter.
Michael Reinsdorf was named President and Chief Operating Officer of the Chicago Bulls on September 13, 2010. Michael has been involved in NBA league matters on behalf of the Bulls since 2001. He is an NBA Governor and serves on the NBA Discretionary Fund Committee. Michael is a member of the Young Presidents’ Organization (YPO) and serves on the boards of the Ann & Robert H. Lurie Children’s Hospital of Chicago Foundation, the Executives’ Club of Chicago, Northshore University Healthsystem, After-School All-Stars, and After School Matters. He is a founding partner of International Facilities Group, a consulting company specializing in the development of sports and entertainment facilities across the country. He is also the Chairman of the Harrisburg Senators, the Double A affiliate of the Washington Nationals, where he oversaw $40 million in ballpark renovations and watched the team break several single-day and season-long attendance records in 2010. He is a graduate of the University of Arizona. Michael and his wife, Nancy, who serves as President of Chicago Bulls Charities, reside in the northern suburbs with their three children.
STEVE SCHANWALD
EXECUTIVE VICE PRESIDENT - BUSINESS OPERATIONS AND ALTERNATE NBA GOVERNOR

Having joined the Bulls 27 seasons ago in the middle of the 1986-87 season to lead its Business Operations, Steve Schanwald is one of the longest tenured team executives in the NBA ... Steve is involved in all aspects of the Bulls Business Operations, including Ticket Sales, Sponsorship Sales, Game Entertainment, Promotions, Advertising and Broadcasting ... during his first full season (1987), the Bulls began a 610-game streak of consecutive sellouts which ended in November of 2000 - the third longest streak in NBA history ... the Bulls sold over 12,400,000 tickets during its streak, compared to Portland (10,370,360 tickets over 814 consecutive games), and Boston (9,857,180 tickets over 662 games) ... the Bulls have consistently ranked among the league leaders in attendance and sponsorships during his tenure regardless of the team’s won-loss record ... the Bulls have received numerous awards for marketing excellence during his tenure in areas such as ticket sales, advertising, game entertainment, and corporate partnerships ... Steve is a recipient of a local Emmy Award, as well as fifteen awards for advertising excellence ... serves as Senior Vice President - Marketing for the United Center and is responsible for suite, signage, college basketball and club seat activities ... played a key role in negotiating stadium-naming rights agreement with United Airlines ... instrumental in bringing first-ever Big Ten Conference Basketball Tournament and the Great Eight College Basketball Classic to Chicago ... founded and served as President of CharitaBulls, the predecessor to Chicago Bulls Charities, which has raised tens of millions of dollars for a variety of worthy causes ... created the NBA’s first Community Relations Department in 1987, dedicated to giving back to the Chicago community ... established the Bulls first-ever TV and radio networks ... oversaw the sale of 216 suites which helped to finance construction of the United Center ... oversaw the sale and creation of additional United Center premium seating products as needed, such as The Harris Club and Theater Boxes ... established the Bulls first-ever Spanish language broadcasts to reach out to Chicago’s growing Hispanic market ... placed an emphasis on game entertainment to ensure that fans attending Bulls games would have a great time win or lose ... also placed a strong emphasis on customer service and name and data generation ... in 2008, established the Bulls Digital Marketing Department to market the Bulls brand across web, mobile and social media landscapes ... sits on the Chicago Sports Commission Advisory Board ... served as a member of the NBA’s Team Marketing Advisory Committee ... has spoken internationally on sports marketing and has been a guest lecturer at the University of Chicago Business School, Kellogg Graduate School of Business, the Notre Dame Business School and the American Marketing Association among others ... is a native of Bethpage, N.Y. ... 1977 University of Maryland graduate ... served as Director of Sports Marketing at the U.S. Air Force Academy (1978) ... served as Director of Promotions for the “We Are Family” Pittsburgh Pirates (1979-80) ... spent six years (1981-86) as Assistant Vice President - Marketing for the Chicago White Sox ... in 1983 and 1986, the White Sox received Major League Baseball’s highest award for overall marketing excellence ... Steve resides in Chicago.
IRWIN MANDEL

Sr. Vice Pres. — Financial & Legal
Alternate NBA Governor

Entering his 42nd season, Irwin Mandel has the longest tenure of anyone with the Bulls — the senior financial executive in the NBA, and one of the very most experienced in any management position in the League — responsible for the Club's financial, legal, and corporate areas. Most important duties include player contracts, financial reports, and applying and interpreting the NBA's salary cap, free agency and other collective bargaining rules. One of the select few NBA executives chosen to serve on the committee to advise the League regarding salary cap rule changes, said Commissioner David Stern, “nobody in the NBA understands the intricacies of the salary cap better than Irwin Mandel.”

Also considered one of the NBA's most knowledgeable and creative experts on player contracts and the collective bargaining rules, helped develop NBA team financial statements and assisted the NBA Labor Relations Committee. Oversaw the instituting of a detailed budget plan for the office and negotiated the club's switch to charter travel. A mentor to many people in the front office, recently served as a consultant to two of the other major sports leagues regarding the benefits and workings of the NBA's salary cap and free agency systems. Received both his undergraduate degree in Accounting and his Law degree from Northwestern University. Formerly served two terms as President of the Northwestern University Club of Chicago and was a recipient of the Northwestern Alumni Service Award. Active in various charitable programs. Speaks regularly to business groups, law schools and college students regarding legal and financial management careers in professional sports. Avid tennis player. Ardent golfer (but perennial contender for NBA leader in most golf shots per round). Native Chicagoan. Married to Sheri, with two sons, Michael and Robby, daughters-in-law, Jamie and Stacy, and most recent additions, grandchildren Sadie Ann and Eli.
KEITH BROWN
VICE PRESIDENT – TICKETING AND PREMIUM SEATING

In his 31st season, Keith Brown is responsible for the marketing and operations of Chicago Bulls’ season, group and single game tickets, and for managing the full and part time sales staffs ... he also manages Premium Seating, which includes Leased Suites, Day-of-Event Rental Suites, Theater Boxes and the BMO Harris Club ... he coordinates the team’s ticket advertising, including television, radio, newspapers, billboards, bus tails, direct mail and the Internet ... he manages group sales programs such as Tickets to Happiness, Court of Dreams and Prep’s With Pros ... he oversees the creation and production of the team’s print materials for ticket sales, such as handbooks, brochures, flyers, season ticket holder correspondence, etc. ... he is responsible for management of the ticket department database which houses information for more than one million fans, and for designing name generation programs ... he directs the team’s e-marketing with targeted offers and online programs for ticket sales ... he manages season ticket holder customer service programs such as Fan Forums and market research surveys, along with value-added programs for season ticket holders and group leaders such as mailings of promotional items and other benefits ... he is the Bulls’ liaison with the NBA in creating the annual schedule for playing dates in the United Center ... he is a frequent attendee and presenter at the NBA’s Team Marketing and Business Operations Workshops ... he is the recipient of four Telly Awards for advertising campaigns ... he began his career with the Bulls as an intern tele-marketing season tickets ... in 1984 he had the privilege of representing the Bulls in Madison Square Garden for the drafting of Michael Jordan ... for six years he served as the Editor and principal writer of “BasketBull” magazine ... over the last 25 years the Bulls have enjoyed extended streaks of consecutive sellouts and have led the NBA in home attendance through championship and rebuilding seasons ... Keith graduated from Illinois State University with degrees in Communications and Political Science ... he was raised in Rolling Meadows, is an avid golfer and resides in Chicago.

SUSAN GOODENOW
VICE PRESIDENT – BRANDING & COMMUNICATIONS

Susan Goodenow joined the Chicago Bulls on January 1, 2012 ... she is responsible for developing and managing the team’s branding strategy, coordinating and integrating all team communication, and directing the team’s corporate social responsibility efforts ... she oversees Public and Media Relations, Community Relations, Interactive Marketing, Creative Services, Publications, Broadcasting, BullsTV, Branding, and Advertising ... she also works closely with Bulls Entertainment and Game Presentation, and Chicago Bulls Charities ... prior to joining the Bulls, Susan spent four years with the Boston Red Sox, most recently as Senior Vice President, Public Affairs and Marketing ... she has also held positions with Major League Baseball/Office of the Commissioner and the American Red Cross ... she graduated from the University of Georgia with a degree in journalism, and from Georgetown University with a Masters in American Studies ... she is a member of the American Red Cross of Greater Chicago Tiffany Circle Steering Committee ... Susan resides in Chicago.

SCOTT SONNENBERG
VICE PRESIDENT – CORPORATE SALES

In his 10th season with the Bulls, Scott Sonnenberg is responsible for overseeing Bulls and United Center sponsorships, in and out of arena advertising sales, Bulls radio broadcast, Bulls play-by-play radio advertising, digital sales, partnership activation, and game entertainment ... he manages the day to day sales efforts of the corporate partnerships department ... he is responsible for the gameday entertainment experience for fans which includes halftime acts, the Luvabulls, scoreboard promotions, concourse entertainment, etc. ... during his time with the Bulls, the team has consistently been ranked among the top sponsorship revenue teams in the NBA and received multiple awards for account growth, retention, and new business while developing key partnerships with some of the largest brands in the world ... Scott, 35, is a 2003 graduate of San Jose State University, where he majored in Business-Marketing ... he was a member and two-time captain of the San Jose State basketball team (2000-03), and a member of the Brigham Young University basketball team (1996) prior to serving a two year mission in Las Vegas for the Mormon Church ... prior to joining the Bulls, Scott spent two years working for Northwestern Mutual Financial Network ... Scott and his wife, Lisa, reside in Aurora with their four children Ella, Ally, Tyler, and Chelsea.
JULIE ADLER
DIRECTOR OF PUBLIC AFFAIRS
Julie Adler joined the Chicago Bulls in January 2013 ... Julie is responsible for overseeing the team’s corporate communications efforts, cultivating relationships with civic organizations, and developing and implementing long-term strategy for Chicago Bulls Charities ... prior to joining the Bulls, Julie worked for public affairs and strategic communications firms in Chicago and Washington, D.C. ... Julie graduated from the University of Pennsylvania with a B.A. in Political Science, with a concentration in American Politics and a minor in Art History ... Julie resides in Chicago.

SEBRINA BEYER
DIRECTOR OF PUBLIC AND MEDIA RELATIONS
In her 20th season with the Chicago Bulls and 15th in the Public and Media Relations Department ... Sebrina is responsible for assisting the senior director with the department’s day-to-day public and media relations operations ... serves as liaison between the Bulls and local, national and international media ... in addition to facilitating player and staff interview requests, Sebrina manages the department’s budget, staff and publications and travels on the road with the team ... prior to joining the Public and Media Relations Department, Sebrina spent five seasons in the Bulls Community Relations Department ... Sebrina began her career with the Bulls as an intern ... a native of South Carolina, she graduated from the University of South Carolina with a B.A. degree in Broadcast Journalism ... while at USC, she worked three years as a Student Assistant in the Sports Information Office ... earned a Masters degree in Sports Management from the United States Sports Academy ... Sebrina resides in Chicago and is married to David Beyer.

STU BOOKMAN
CONTROLLER
In his 29th season, Stu Bookman is responsible for the club’s financial information, employee benefits, purchasing, and oversees the accounting system and staff ... prior to joining the Bulls, Stu served as senior accountant at Arthur Andersen & Co. until 1982, then transferred to become assistant division controller for Arthur Andersen’s education facility ... Stu earned his bachelor’s degree from DePaul University in 1978 and became a Certified Public Accountant in 1979 ... Stu and his wife, Debbie, have two children, Jackie and Andy.

DAVID DOWD
SENIOR DIRECTOR OF TICKET SALES
In his 12th season, David Dowd is responsible for hiring, training, motivating and supervising the seasonal sales staff ... he also manages the full-time sales staff, and collaborates with the Vice President of Ticket Sales on marketing initiatives, sales strategies and customer service programs ... prior to joining the Bulls, David served as an Assistant Vice President in Business Development at MBNA America, and managed the multi-million dollar credit card portfolios of professional sports teams in the Midwest ... David, 41, is a 1995 graduate of the College of the Holy Cross (Worcester, Mass.) where he majored in English, and minored in Business ... David and his wife, Jennifer, have two children, Bryan and Jenna.
**TIM HALLAM**  
**SENIOR DIRECTOR OF PUBLIC AND MEDIA RELATIONS**

Entering his 37th season, Tim Hallam oversees public and media relations efforts for the Bulls organization. He is responsible for credentialing media personnel at all Bulls events, including home and road games, practices, training camp sessions, media day, draft day and special events. He coordinates the dissemination of all information to national and local media regarding the club in the form of press releases, statistics and media guides. He handles press conferences and interview requests for the Bulls team and management. Tim graduated from Illinois State University in 1977 with a degree in Communications. Tim and his wife, Nancy, reside in Highwood with their daughter, Emily.

**MICHELLE HARRIS**  
**DIRECTOR OF ENTERTAINMENT**

Michelle Harris joined the Bulls in June 2013 and is responsible for the Chicago Bulls game entertainment experience, including entertainment programming, production, live entertainment and fan engagement. She also manages the cast of performers that comprise the newly-formed “Bulls Entertainment Network”, which includes Benny the Bull, Luvabulls, Incredibulls, BullsKidz, Swingin’ Seniors and Stampede Drumline, among others. Michelle also collaborates with departments across the organization to support the production of non-game events for corporate partners, Season Ticket Holders, Chicago Bulls Charities, community relations and the team’s grassroots marketing efforts. Prior to joining the Bulls, she worked for the New York Knicks for 13 seasons. A Chicago native, she graduated from the Stern School of Business at New York University in 2001 with dual Bachelor’s Degrees in Marketing and Management. Michelle and her 14-year old pug, Coco, live in Chicago.

**CHRIS KIRK**  
**DIRECTOR OF ANALYTICS**

In his first season, Chris Kirk provides strategic and analytical support to all areas of the Bulls organization, seeking to improve financial performance, enhance fan engagement, and optimize marketing efforts. Prior to joining the Bulls, Chris worked at consulting firm McKinsey & Co. and the National Football League. He is a 2011 graduate of Harvard Business School and a 2005 graduate of Princeton University, where he studied Operations Research and Financial Engineering. Chris, originally from Painted Post, NY, now resides in Chicago.

**JOE O’NEIL**  
**SENIOR DIRECTOR OF TICKET OPERATIONS**

In his 34th season, Joe O’Neil is responsible for the accounting, printing, processing and delivery of all season, group and individual ticket orders. Joe is also the Bulls’ liaison with TicketMaster, United Center Management and oversees the Bulls’ fleet automobile program. Joe, 56, is a 1979 graduate of Northern Illinois University with degrees in Journalism and Political Science. Joe and his wife, Susan, reside in Elmhurst with their sons, Justin, Brendan and Kyle.
TONY ROKITA
DIRECTOR OF COMMUNITY RELATIONS AND PLAYERS PROGRAMS

In his 22nd season, Tony coordinates the Community Relations activities for the Bulls organization and works closely with Chicago Bulls Charities ... he manages relationships with key community partners as it relates to the Bulls’ involvement in the Chicagoland community ... Tony oversees the Sprite Chicago’s MVPs program, Adopt-A-School program, “Go Green” environmental initiative, NBA Cares programs, corporate charity ticket sections, holiday events, charity donations and other philanthropic and educational initiatives ... he also manages the team’s player and Bulls Alumni appearances ... Tony sits on the Alumni Board of St. Laurence High School and serves on the board of the Michael Barlow Center. Tony, a graduate of DePaul University, resides in Chicago.

PAM SHER
DIRECTOR OF TICKET OPERATIONS

In her 16th season, Pam Sher oversees the accounting, printing and distribution of all Chicago Bulls tickets ... she began her career with the team in 1998 as a Public & Media Relations intern and later joined the Bulls ticket department in 1999 ... Pamela, 37, graduated from Ohio University in 1998 with a bachelor’s degree in Journalism ... she and her husband, Marc, reside in Deerfield with their children, Alex and Rachel.

JON SHOEMAKER
DIRECTOR OF CREATIVE SERVICES

In his 12th season, Jon Shoemaker is responsible for the creative direction and design of all Bulls’ print collateral and other promotional vehicles for the organization ... he also art directs, designs and coordinates production of all Bulls’ publications, including BasketBull Magazine, the Chicago Bulls Yearbook, the Bulls’ media guide and Bullpen - The Official Game Program of the Chicago Bulls ... Jon, 37, graduated from Ohio University in 1999 with bachelor’s degrees in Journalism and Visual Communications ... Jon resides in Chicago with his wife, Katie, and his son, Noah.

JEREMY THUM
DIRECTOR OF INTERACTIVE MARKETING

In his sixth season with the Bulls, Jeremy Thum is responsible for guiding the Bulls’ digital marketing strategies including the creation and management of an interactive platform across the web, mobile, and social media landscapes ... prior to joining the Bulls, Jeremy spent eight years as a web development professional in San Francisco, Calif. ... Jeremy, 35, is a 2000 graduate of the University of Colorado at Boulder where he majored in Business Administration with dual emphases in Finance and Information Systems ... Jeremy resides in Chicago.

SCOTTIE PIPPEN
SPECIAL ADVISOR TO THE PRESIDENT & C.O.O.

Scottie Pippen joined the Bulls front office on July 15, 2010 ... a 17-year NBA veteran, Pippen was inducted into the Naismith Memorial Basketball Hall of Fame on August 13, 2010 ... Scottie was a member of six NBA championship teams with the Chicago Bulls (1991-93, 1996-98) ... he was named one of the 50 Greatest Players in NBA History and is one of four players to have his jersey retired by the Chicago Bulls ... was a seven-time NBA All-Star (1990, 1992-97) and was NBA All-Star MVP in 1994 ... he was a three-time All-NBA first team honoree and was voted to the NBA All-Defensive first team eight times (1992-99) ... Pippen won two Olympic gold medals as a member of the 1992 USA Basketball “Dream Team” and returned to help lead the USA to gold at the 1996 Olympics in Atlanta ... Pippen was born in Hamburg, Ark., and graduated from the University of Central Arkansas.
NANCY REINSDORF
PRESIDENT OF CHICAGO BULLS CHARITIES

Nancy Reinsdorf has served as President of Chicago Bulls Charities since April 2012 ... she has been actively involved with the team’s charitable activities for several years and has served as a community liaison working closely with outside organizations to identify ways for the Bulls to make a positive impact on the lives of those in need ... Nancy helped create EmbraceaBulls, a program that donates game tickets to local charities throughout the Chicagoland area ... she currently serves on the Governing Board of Gilda's Club Chicago ... in early 2012, she and her husband, Michael, served as honorary co-chairs of the opening of the new Ronald McDonald House near Lurie Children's ... a graduate of Roosevelt University, Nancy spent eight years as a film producer working on commercials and public service announcement segments ... Nancy and Michael reside in the northern suburbs with their three children.

LESLEY FORMAN
VICE PRESIDENT OF CHICAGO BULLS CHARITIES

Leslie Forman has served as Vice President of Chicago Bulls Charities since April 2012 ... Leslie has been actively involved in the team’s charitable efforts for many years and has often served as a representative for the organization working to further the Bulls Community Relations efforts ... Leslie also helped create EmbraceaBulls, a program that donates game tickets to local charities throughout the Chicagoland area ... a graduate of New Mexico State, Leslie holds degrees in Elementary and Early Childhood Special Education, as well as a Masters in Counseling and Educational Psychology ... a former pre-school teacher, special education teacher and administrator, Leslie is currently an after-school coordinator and school volunteer ... she has also been a foster parent, juvenile justice monitor and crisis interventionist ... in early 2012, she and her husband, Gar, served as honorary co-chairs of the opening of the new Ronald McDonald House near Lurie Children’s ... Leslie and Gar reside in the northern suburbs with their two sons, Braeden and Jaxsen.
SIDNEY GREEN
TEAM AMBASSADOR

Sidney Green joined the Chicago Bulls front office in 2009, first serving as a Player Development Assistant before becoming Goodwill Ambassador for the team ... he is very active with the Bulls Community Relations efforts and makes countless appearances throughout the year at local schools, promoting the importance of reading and education, as well as charity functions, basketball clinics and other community events throughout the Chicagoland area ... he is also an accomplished speaker and has delivered commencement addresses at several area schools ... Sidney is a 10-year veteran of the NBA, playing for the Chicago Bulls (1983-1986), Detroit Pistons (1986-1987), New York Knicks (1987-1989), Orlando Magic (1989-1990), San Antonio Spurs (1990-1993) and Charlotte Hornets (1993) ... serves on the Board of Directors for the Chicago Police Memorial Foundation, supporting officers who have lost their lives in the line of duty ... he is also on the board for Concerned Christian Men, an organization devoted to violence prevention in Chicago ... the Brooklyn, N.Y. native is a graduate of the University of Nevada, Las Vegas (UNLV) and was the first player at UNLV to have his uniform number retired.

BOB LOVE
TEAM AMBASSADOR/DIRECTOR OF COMMUNITY AFFAIRS

Bob Love serves as Bulls Goodwill Ambassador, representing the organization at various functions throughout the Chicago community ... he makes over 150 appearances a year at schools, charity events, basketball clinics and non-profit agencies ... Bob's NBA career spanned 11 years - eight of those seasons with the Chicago Bulls ... on Jan. 14, 1994, Bob became the second Chicago Bull to have his jersey (No. 10) retired ... he is a three-time NBA All Star and is ranked third on the Bulls' all time scoring list with 12,623 points ... Bob serves as an honorary spokesperson for the National Stuttering Federation of America ... he also serves on the board of the National Brain Injury Association of Illinois ... Bob released a documentary about his life titled, “Find Yourself a Dream: The Bob Love Story”, and spoke across the country to audiences about the film, which documents his struggles to overcome adversity and his stuttering disability to make his dreams come true ... a native of Bastrop, La., Bob attended Southern University ... he also has been awarded honorary doctoral degrees from Carthage College (Humanities) and the University of Rhode Island (Laws).
Senior Manager of Branding
LISA NUCCI

Manager of Creative Services
JEFF PITCOCK

BullsTV Editor
JASON POLEVOI

Account Executive of Corporate Partnerships
JENNA QUINN

Assistant Producer of BullsTV
CHRIS RAMIREZ

Assistant to the Chairman
BARB REINCKE

Dance Team Administrator
SHANTÉ ROBERTS

Receptionist
ALICIA SANTANA

Senior Manager of Community Relations
JEFF SCHULTZ

Senior Producer of BullsTV
BRAD SIEGEL

Manager of Talent and Bulls Entertainment Network
DE SMITH

Accountant
CLAUDIA STEVENSON

Manager of Premium Seating
VALERIE TANAKA

Community Relations Coordinator
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Manager of Group Ticket Sales
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Senior Manager of Public & Media Relations
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The Chicago Bulls would like to thank the following individuals for their dedication, hard work and enthusiasm. Their contributions are indispensable to both the Bulls’ front office and their fans:

**Ticket Representatives**
- Alan Bukingolts
- Katie Cavanaugh
- Brendan Gilsenan
- Melissa Gohde
- Jay Gorchow
- Emily Holmen
- Alex Payne
- Alli Rivera
- Christen Roberts
- Allison Schwartz

**United Center Event Operations**
- Maggie Acevedo
- Jerry Aleknus
- Vince Amatuzzi
- Derrick Avery
- Curtis Babdeley
- James Bare
- Scott Boyle
- Susan Brooks
- Troy Brown
- Frank Butler
- Amanda Cruse
- Joey Eberwein
- Juan Fuentes
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- Ted Gill
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- Dawn Swienton
- Brady Tieman
- Valerie Tanaka
- Luis Trapaga
- Dino Vera
- Jerry Wilhelm
- Joe Wynne, Jr.

**Photographers**
- Bill Smith (Team Photographer)
- Rudi Ayasse (Assistant)

**Press Attendants**
- Victoria Gibbs
- Jason Hospes
- Matt Hospes
- Nick Hospes
- Pam Kunkel
- Walt Kunkel
- James Lamont
- Lauren Landingham
- Tim Landingham
- Carmela Merriwether
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- Lindsay O’Gean
- Karen O’Gean

**Promotional Staff**
- Gabriel Crittenden
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- Mike Dumblauskas
- Juan Fuentes
- Mike Goza
- Kevin Henderson
- Dino Vera

**Stats Crew**
- Joseph Cortino
- Marc Grossman
- Pam Grossman
- Chuck Cunningham
- Robert Rosenberg
- Chuck Sikaras
- Allan Spear
- Todd Starowitz
- Bill Stewart
- Bob Trudeau
- Meg Ward
- Don Weiland
- Chris Wilson

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