

MARSHALL GLICKMAN BIO

Noted author and sports marketing guru Jon Spoelstra describes Marshall Glickman as “one of the top thinkers in the sports industry” and “both a visionary and an action guy.” Glickman’s track record in the sports and entertainment business, and venue development, on both sides of the Atlantic, demonstrate his leadership skills, penchant for disruption, and ability to deliver profits in a wide range of economic and cultural situations.

Glickman’s consulting practice, G2 Strategic, has built a significant portfolio of clients in Europe, including FC Barcelona, Euroleague Basketball, La Liga Santander (Spanish Football League), Ligue de Football Professionnel (French Football League), Association of Tennis Professionals, Paris Saint-Germain, Olympique Lyonnais, CSKA Moscow and several others. Glickman also spearheaded the G2 Consortium, a collective of 10 French professional sports clubs, including six football (Olympic Lyonnais, Nancy, Metz, Niort, Paris Saint-Germain, Lille), two basketball (Antibes, Limoges), and two rugby (Stade Rochelle, Stade Francais), who worked together to adapt global best practices and innovative strategies to acquire new customers and increase retention and spend.

In the U.S., G2 recently partnered with Capstone Partners on an ambitious plan to renovate Veteran’s Memorial Coliseum and develop 600,000 square feet of office and retail space in Portland, Oregon. G2 has been involved in several international venue developments, including a new arena in Barcelona, new tennis stadium at Roland-Garros, the Moscow Sports & Entertainment Center, and a new multi-purpose arena in Villeurbanne, France. Glickman also served as a consultant to the Miami Heat for the development of American Airlines Arena.

Glickman has served as a special advisor to EuroLeague Basketball CEO Jordi Bertomeu since 2002, and has initiated several profound changes, including the launch of Euroleague Properties, a new partnership with Elevate Sports Ventures, re-imagining of the Euroleague Final Four, Euroleague Business Summit and growth capital strategies.

For LaLiga, Glickman has provided advice relating to customer experience, ticket sales, premium hospitality, pandemic response guidelines, as well as new programs focusing on Generation Z, food & beverage services and employee training.



Following Paul Allen's acquisition of the Portland Trail Blazers in 1988, Glickman ascended to become the youngest team President in the NBA, where he orchestrated the \$262M development of Portland's 21,000-seat Rose Garden arena and several adjacent properties. During his reign, the club was consistently ranked amongst the most profitable teams in the league, in spite of playing in the 4th-smallest market, the 2nd-smallest capacity arena and winning only about half of its games. In 1992, he was named Oregon Marketer of the Year and NBA Commissioner David Stern commended him as "a true student of marketing, sales and brand building." Under Glickman's leadership, the Blazers enjoyed 845 consecutive sellouts, an American sports record.

Founding Portland Family Entertainment (PFE) in 1998, Glickman was Chairman and CEO that acquired and operated the Portland Timbers in the second division United Soccer Leagues (the Timbers now play in Major League Soccer), as well as the Pacific Coast League Portland Beavers (Triple A) baseball club, and the Northwest League's Tri-Cities Dust Devils baseball club. He led the capitalization of PFE by raising \$8M of private equity, \$24.4M of non-recourse debt and \$38M of public funding. Glickman successfully executed PFE's business plan, which included the renovation of a historic outdoor stadium. In addition, he crafted and sold the second-largest naming rights deal in Minor League Baseball history, when Portland General Electric agreed to pay over \$10M for a 10-year term.

Glickman and G2 Strategic are based in Portland, Oregon. Glickman has served on the Board of Arts Central, the Cascade Community School of Music, the Oregon Sports Authority, Volunteers of America, the Oregon Symphony, and is involved in several community initiatives, including founding a live monthly jazz series, Jazz at the Oxford, as well as Mt. Bachelor Riverhouse Jazz. His wife, Lisa, is a highly-regarded private chef, writer and television host, and his son is an accomplished athlete, jazz pianist and music/business double major at the University of Oregon.