

# Ryan D. Latham

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## EDUCATION

### Wentworth Institute of Technology - Boston, MA

Bachelor of Science in Management  
Concentration in Project Management  
Certificate in Communications  
Nominated for Wentworth Bowl Award (Top Graduating Senior)  
Dean's List

### Sports Management Worldwide – Portland, OR

#### ***Baseball General Manager & Scouting, Certificate***

Training included: MLB collective bargaining agreement, sabermetrics, MLB scouting techniques, scouting reports, draft analysis, player evaluation, MLB general manager practices and statistical analysis formulas. (Mentored by MLB experts Jonathan Story & Maury Brown)

#### ***Sports Business Management, Certificate***

Arduous eight week course focusing on the essential sports business skills, advertising and strategic branding practices, understanding of front office operations, identification of successful revenue streams and corporate sponsorships, high tech e-marketing revenue and marketing campaigns, beneficial community relations programs, and effective customer service and event management practices (Mentored by sports business experts Bret Polverosa & Tom Leip)

#### ***Sports Public Relations & Journalism Course, Certificate***

Focus included promotion, public relations, conflict resolution, press releases, press conferences, promoting a “loosing team vs. the winning season”, event and game management promotions, media journalism techniques, community relations, game day press materials, overcoming reputations, and product promotion versus professional athlete promotion (Mentored by Nike executive Rodney Knox and Brian Berger)

***Languages:*** Conversational Spanish

## PROFESSIONAL EXPERIENCE

### Boston Red Sox - Boston, MA

#### ***Fenway Ambassador (Fan Services):*** (March 2007 – Present)

- \* 2009 Ambassador of the Year Award
- \* Manage and coordinate peanut-allergy friendly initiatives
- \* Responsible for building sustainable relationships between fans and the organization
- \* Develop, plan, and execute events during games and in the community
- \* Heavy involvement with pre-game ceremonies guest hospitality
- \* Travel to Dominican Republic as part of Lindos Sueños community outreach effort

### Business & Baseball – Boston, MA

#### ***President & Founder:*** (June 2007 – Present)

- \* Program teaching inner-city youth the fundamentals of business through the model of how organizations in Major League Baseball and operate on a day-to-day basis
- \* Manage all facets of this non-profit organization
- \* 2008 Academic Program of the Year Award (Wentworth Paragon Awards, 2008)
- \* Consists of multiple chapters at various collegiate institutions

Baseball Winter Meetings – Las Vegas, NV

*Trade Show Representative, Sports Management Worldwide:* (December, 2008)

NFL Combine Sports Career Conference – Indianapolis, IN

*Speaker, Baseball Panel:* (February, 2009)

North Shore Spirit - Lynn, MA

*Intern:* (May 2007 – July 2007)

- \* Developed skills and experience in all major areas of a functional baseball organization from game day operations to sponsorship sales as well as a comprehension of how all departments function and support one another

Circuit City - Tigard, OR

*Mobile Electronics Sales Associate:* (Nov. 2003 – August 2005 / May 2006 – August 2006)

- \* Utilized sales experience and development to drive and close sales
- \* Incorporated business knowledge and communication skills to provide superior customer service while building sustainable customer relationships
- \* Analyzed monthly sales reports and developed conclusions for better performance and profitability

## **LEADERSHIP EXPERIENCE**

Lindos Sueños- San Pedro, Dominican Republic

*Coach/Mentor:* (July 2008)

- \* Built a functional baseball field for the Nuestro Pequeños Hermanos orphanage
- \* First base coach for team of twenty four high school age baseball players from the United States and Dominican Republic
- \* Serve as mentor and leader for students throughout their work in the community and on the baseball field

SIFE (Students in Free Enterprise)

*Vice President/Founder:* (Dec. 2006 – Present)

- \* Built and sustained a team of twenty active and dedicated members with the common goal of developing community outreach projects that foster economic growth
- \* Acquired skills necessary to operate, manage, and motivate a team of people towards completing and exceeding goals
- \* Competed in regional competitions
- \* 2008 Outstanding Organization of the Year (Annual Awards, 2008)

Soar in Four: *Intensive four-year leadership program* (Jan. 2006 – Present)