



LUKAS D. STAUFFER

CONTACT

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PORTFOLIO

LSTAUFF4.WIXSITE.COM/WEBSITE

PERSONAL INTERESTS

- Personal Finance Enthusiast
- Adventuring Traveler
- Table Tennis player
- Trumpet Musician

EXPERIENCE

SEAD GROUP/WORCESTER RED SOX

CHIEF OF STAFF AND HEAD OF RESEARCH | APRIL 2022-PRESENT

- Responsible for the daily operations and efficient functioning of our start-up
- Led the creation of a database for nationwide market demographics and venue-related data (funding, seating, etc.)
- Assisted in the creation of site-specific, fulsome master development plans
- Drafted and executed our first consulting agreement leading to a previously untapped revenue stream
- Developed a proprietary model for testing real estate development and investment theses

ARMORED THINGS

SR. BUSINESS DEVELOPMENT REPRESENTATIVE | DEC 2021-SEP 2022

- 322% achievement to quota percentage --> \$500k in new deals created in Q1 '22
- Slated to source over \$2mm in revenue for 2022
- Exceeded outbound metrics goals by an average of 144% weekly
- Led our team in outbound touches, quota achievement, and pipeline contribution (\$500k in Q1 '22)

MICHIGAN CENTER FOR SPORT VENUES AND REAL ESTATE

HEAD OF RESEARCH | AUG 2020-DEC 2021

- Lead research efforts on national portfolio of venues and sport-anchored development
- Build reports on the real estate development process
- Develop Pro Forma analyses on venue financing and feasibility
- Assess market feasibility thru social data analysis

PARAGON MARKETING GROUP

SPONSORSHIP AND OPERATIONS INTERN | APR 2021-OCT 2021

- Manage national sponsorship activation at various elite youth sporting events and showcases of 2,000+ athletes
- Lead teams of 5-10 brand ambassadors in executing Gatorade, Pepsi, and Evolve promotional activations and product dispersion to ensure optimal performance of clients activation target goals
- Create and implement strategies to ensure on-site placement of brand signage, premiums and products assist in the enhancement of the national brand image

EDUCATION

UNIVERSITY OF MICHIGAN

B.A. in Sport Management | Minor in German

Activities: Sport Business Association, Reformed University Fellowship

GPA: 3.9/4.0

SKILLS

- Advanced in Costar
- CRM Systems
- Data Analysis
- GIS Mapping
- Team Player
- Empathetic Leader
- Lifelong Learner
- Relentless Work Ethic