

Jimmy is a 15 year veteran of the sports and entertainment industry. He currently is Vice President of Client Management at GMR Marketing in Charlotte, NC. He joined the GMR family via Connexions Sports and Entertainment in March of 2008 after spending time with major properties in both the NBA and NASCAR.

Jimmy's work at GMR centers on client management and business development in sports and event marketing; utilizing GMR's vast event resources to provide turnkey solutions to brand and properties who utilize live events to connect with consumers.

He has experience working with numerous premier sports events and properties. This work includes the Orlando Magic, the International Speedway Corporation, their fourteen NASCAR race tracks and the Daytona 500. His career client experience includes activating on behalf of brands such as Coca-Cola, Comcast, BBVA Compass Bank and Allstate.

Jimmy also serves on the Board of Directors for the John Crosland School, a K-12 private school in Charlotte, NC.

A Texas native, he has made his current home in Charlotte, North Carolina for the past 8 years with wife, Christine, and daughters Taylor and Kendall.