

Aileen McManamon

Managing Partner at 5T Sports Group

Vancouver, BC, CA

Sustainability Strategist - Sports Industry Futurist - Sponsorship Expert - Brand Leverage and Optimization Specialist

Biography

Aileen McManamon is a seasoned Brand Strategist and Business Intelligence professional with career experience spanning the automotive, technology and sports industries. Her career began in the European auto industry in the office of General Motors' Europe's Chief Economist, predicting consumer demand for 17 domestic markets. Moving on to the Fiat Group, she handled competitive analysis and dealer channel management for the FIAT mark and ultimately headed up the consumer marketing for the Alfa Romeo brand in Germany. With the emergence of technology, she turned to global business strategy development for growth companies in the areas of IT, biotech and environmental tech, charting market entry, product launch and operational marketing plans for numerous clients through her Chicago and San Diego-based consulting firm, The Hess Group. A move to Canada resulted in continuing this work as head of the Canadian Institute for Market Intelligence, a consulting arm of Canada's National Research Council. With Vancouver's winning bid for the 2010 Winter Olympic Games, Aileen returned to her roots in branding and marketing. She founded 5T Sports Group, a sports management consultancy focused on creating triple bottom line impact (economic, environmental and social returns) for professional sports leagues, teams and marquee events. Aileen is passionate about leveraging sports for sustainable development, and has delivered local & diversity procurement programs, most recently for the 2015 FIFA Women's World Cup and 2015 Canada Winter Games. Her field of play has included the Tour de France, Giro d'Italia, Nürburgring Classic, Winter Olympic Games, Minor League Baseball, the NFL, Major League Soccer and numerous skiing World Cups. On the sponsor side, she has worked with global brands including FIAT, Alfa Romeo, General Motors, Molson, EA Sports, Microsoft, Qualcomm and Hewlett Packard. Aileen holds a Bachelor's degree in Economics from Kent State University and a Master's of International Business from the University of South Carolina, and has enjoyed a career that has led her to positions in Germany, Italy, the United States and Canada. She is a native of Cleveland, Ohio; a diehard Indians, Browns and Cavs fan and lives in Vancouver, BC with her husband and 2 sons.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Renewables and Environmental, Environmental Services, Automotive, Information Technology and Services, Sport - Professional

Areas of Expertise

Business Strategy, Marketing Strategy, Brand Management, Sports Management, Sports Sponsorship, Sports Marketing, Digital Marketing and Mobile Technology

Sample Talks

Sustainable by Design: Creating Triple Bottom Line Impact from Sports & Community Events
Driving economic, environmental and social returns in hosted events

Event Appearances

Mobilizing Fans: Tools & Strategies for Behavior Change in Among Your Fan Base
Green Sports Alliance Summit

Green Is the New Black: How the Minnesota Twins are Driving Deep Fan Love
National Sports Forum 2017

Teamwork in Action: Partnerships hat Are Moving the Needle:
Green Sports Alliance Summit

Green is the New Black: Sustainability Leadership in Minor League Baseball
Baseball Winter Meetings

The 6th Element
PowHERtalks

Procuring A Bright Future
Supply Chain Mgmt Association Convocation Keynote

Education

Kent State University
Bachelor of Arts, Honors Economics

University of South Carolina
Masters International Business

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