

**Briefly describe in 150-175 words the nominee's company achievements/history/community involvement**

Dave Meltzer began his career in technology after finishing law school and became an executive for companies involved in the Internet industry. He then became CEO to the first smartphone manufactured by Samsung where it was introduced to the U.S. Dave was recruited into the sports industry for his technological knowledge as various venues and teams were beginning to prioritize technology and fan engagement.

Dave launched his career in sports and was hired at the world's most notable sports agency, Leigh Steinberg Sports and Entertainment, where he would negotiate over \$2 billion in contracts and eventually become CEO. In 2010, Dave founded Sports 1 Marketing with Hall of Fame quarterback Warren Moon. Since its inception, S1M has rapidly grown and two of its major programs, Aggregated Marketing Platform and Processing For a Cause, are disruptors in their respective fields. Additionally, Dave is a Forbes Top 10 Keynote Speaker to Hire and founded his own life-coaching program, Mission Meetings. He has also written several books including national bestsellers *Connected To Goodness* and *Compassionate Capitalism*.

**What were the nominee's most significant business accomplishments?**

Dave is the mastermind behind the creation and implementation of Sports 1 Marketing's award-winning "Aggregated Marketing Platform," helping to bring the project from idea to fruition. AMP is a virtual environment that integrates and enables traditional media to be utilized to expand the reach of event sponsors to capture their targeted markets. The platform also includes a Virtual Incentive Platform (VIP), a one-of-a-kind tool for direct response data capture.

Under Dave's leadership and direction, the 35-member S1M team has enabled the AMP platform to be tailored to individual events or experiences, providing a custom "playbook" for all potential partners. Unlike traditional media and marketing, companies who sponsor sporting events (whose gifts or products are in virtual bags) are now able to see ROI of who is engaged in their gifts or products by collecting data through AMP. This data serves as a catalyst for sponsors to market directly to consumers who are interested in their product.

Initial successes with the Los Angeles Angels of Anaheim, the Unstoppable Foundation and many other organizations and events have generated a myriad of opportunities for AMP. In 2016, AMP was named Innovation of the Year in Cloud Services by FierceWireless, which acknowledged the impact and ease of use of the technology. AMP was also a winner at the 15th Annual American Business Awards, taking home a Gold Stevie for the best App/Mobile Website in the Sports category. The innovative marketing approach of AMP is a major reason why the program will be implemented at over six thousand annual sporting and entertainment events this year, including partnerships with teams and events in the NBA, NHL, MLB, NFL, and the PGA.

AMP was recently operating as the title sponsor at the Barclays Center for the New York Islanders and the Brooklyn Nets.

Dave has led a team of 35 employees and interns which was named one of the best in America, with the company coming in at #20 on Entrepreneur's E360 list in 2016. The company has grown so much in recent years (704% in three years) that it was ranked no. 551 by Inc. on its 34th annual Inc. 5000 list, an exclusive ranking of the nation's fastest-growing private companies. Sports 1 Marketing was also named the 8th fastest growing private company in Orange County in 2016 by the Orange County Business Journal.

**Please describe the nominee's participation in professional industry associations and/or community organizations outside of his/her profession?**

Because of Sports 1 Marketing's commitment to incorporating philanthropy into every single project it takes on, the business is heavily involved with numerous groups and organizations across the country. Locally, Sports 1 Marketing works in conjunction with the Irvine Public School Foundation and has been named to the IPSF Top 100 for several years in a row. Additionally, Dave sits on the board of Warren's Crescent Moon Foundation, the Rose Bowl Legacy Foundation, Unstoppable Foundation, the Transformational Leadership Council, OCTANE Business Incubator, and Athlete Network, among many others.

Dave was also granted the 2014 Ellis Island Medal of Honor, which pays homage to the immigrant experience and honors those that have greatly contributed to America.

Dave and Sports 1 Marketing have also successfully raised millions of thousands of dollars for charity, provides scholarships to dozens of needy students, and even supports an entire village in Africa through its work with the Unstoppable Foundation. Additionally, S1M has helped many businesses to raise capital in addition to its role as partner of the Southern California innovation catalyst OCTANE Orange County.