

## Louis Cunningham

### Coach, Consultant



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Louis's career includes time as a successful entrepreneur and as a coach and consultant to entrepreneurs. His current list of executive coaching clients includes professional and former professional athletes.

Mr. Cunningham has worked in the following capacities:

- ⊕ Vice President of Business Development for Reach Media, Inc. (a Tom Joyner Company) the leading provider of media content for the African American community, where he created, developed and executed national events at Walt Disney World Resorts as well as executive produced the top rated program on TVOne.
- ⊕ Marketing Executive for Nokia, where he was responsible for acquiring digital content rights for music, movie and TV properties and the execution of the Nokia Sugar Bowl.
- ⊕ Vice President of Marketing and New Business Development for the Summer Centennial Olympic Games in Atlanta, Georgia, and was directly responsible for negotiating corporate sponsorships and licensing products for the world's largest peace-time event. He had direct profit and loss responsibility for the department's budget, and generated more than \$50 million for the Olympic Games.
- ⊕ Special Assistant to the Vice-Chairman of ProServ, Inc. (now known as SFX) a multi-million dollar sports management and marketing firm, where he was responsible for such corporate clients as Michael Jordan and Patrick Ewing. Mr. Cunningham served as the international liaison for the Team Sports Division (basketball) of ProServ, Inc. where he negotiated personal appearances and

athletic apparel contracts, endorsement opportunities, team contracts and television contracts, and assisted in the placement of professional basketball players on foreign teams.

- ⊕ Special Counsel to the President/Athletic Director at Alabama's A&M University responsible for marketing of the athletic department, negotiations of contracts for television and athletic events and athletic apparel agreements, administration of University-sponsored sports programs, and compliance with NCAA requirements.

Mr. Cunningham's international experience is expansive as well; he assisted the United States Treasury Department in negotiating the largest foreign distribution agreement in U.S. Mint history. Mr. Cunningham was responsible for negotiating several corporate sponsorships and distribution agreements with international corporations, and he has represented the interests of the United States Government and the US Olympic Committee in countries in Europe, the Far East, Middle East, and in the Caribbean.

Mr. Cunningham served as a Captain in the United States Marine Corps and holds a B.A. from Rice University and a JD from the College of William & Mary.

In addition to his entrepreneurial adventures, Louis inspires, motivates and educates entrepreneurs through his keynotes, seminars, workshops and retreats. His program on The Foolproof Entrepreneur enables individuals with an idea, and entrepreneurs already deep in the trenches, to learn how to begin the business to ensure ultimate success.