



Lou Imbriano serves as President and CEO of TrinityOne. With a specialty in sports, TrinityOne is a unique marketing agency that takes a non-traditional approach to extending the brand of a company and organization. Imbriano consults with sports teams, venues and corporations around the globe on marketing and operational strategy, as well as new business development and social media strategy.

Formerly as the Vice President and Chief Marketing Officer of the New England Patriots and Gillette Stadium for nine seasons and Chief Operating Officer for the New England Revolution for three seasons, Imbriano built powerful relationships that allowed the organization to achieve an increase in revenue by more than 600%.

Imbriano joined the Kraft Sports Group in 1997 to oversee the sales and marketing for the New England Patriots, New England Revolution and Foxboro Stadium. His sales and marketing leadership made the Kraft family's sports and entertainment ventures among the highest revenue-generating entities in the country. Simultaneously, he vastly broadened the scope of marketing programs and business initiatives for the teams and stadium. In 2002, the Kraft family christened CMGI Field, later renamed Gillette Stadium, a \$325 million-dollar privately financed state of the art sports and entertainment facility for which Imbriano negotiated two multi-year, multi-million dollar stadium naming rights deals. Imbriano also negotiated deals to name each of three stadium entrance gates, the Fidelity Investments Clubhouse and the parking lots around the stadium property, totally more than a quarter of a billion dollars. In 2003, Lou expanded his role with the Revolution, overseeing all business aspects of the soccer team, while continuing to oversee Patriots and Gillette Stadium responsibilities. His immediate business restructure made great strides in making Revolution Soccer a healthy and viable business, as he took the team from millions of dollars of losses to a position of profitability.

Imbriano was the chief negotiator for team and stadium corporate sponsorships and oversaw all sales initiatives, marketing programs, advertising, promotions, event planning, premium services, broadcasting and game entertainment. He created and developed many on-going endeavors for the organization including: Patriots Experience, New England Patriots Charitable Foundation Annual Golf Tournament, New England Patriots Charitable Foundation Annual Kickoff Gala, Super Bowl Revenue Capitalization Plan, New England Revolution's Soccer Celebration, New England Revolution Center Circle season ticket program, New England Revolution Presidents Club and Netside Terrace hospitality programs, Revolutionsoccer.net radio and Patriots.com radio programming. Imbriano also designed the blue print to achieve the largest single game attendance in MLS history (2002 MLS Cup).

Imbriano began his career working as a sports producer for WHDH radio in Boston where he produced all of the station's sports talk shows and sports specials, including the broadcasting of the New England Patriots football games. After four years at WHDH, he joined WEEI as the executive producer for Boston's only all-sports radio station. In 1994, he was promoted to station management and was responsible for creating, formatting and developing marketing programs, on-air programming, events and station initiatives.

Imbriano has created, formatted, produced and developed numerous successful events, broadcast programs and business entities. He created and produced *Sports Jam*, a sports interactive fan festival that incorporated aspects of all of the major professional sports teams in New England. Imbriano co-created and formatted *The Phantom Gourmet*, a food and dining television program. Imbriano also played an important role in creating and/or producing the WEEI Celebrity Golf Tournament, *The A Team*, The Hot Dog Safari and Dee Brown Slam Dunk Tour, An Evening with Boston Super Stars, WEEI Madness, Jambalaya Crusade, *Tuesday Night Football*, Team 850 Racing, Ciao-Chow Bambino and a multitude of charitable events that have cumulatively raised over \$7 million for deserving charities and foundations. Imbriano serves on a number of boards and charitable committees. He also frequently lectures at Boston College and other New England Universities.

Imbriano speaks to colleges, businesses and organizations across the globe on topics including relationship architecture, customer service, marketing and social media. Imbriano also teaches sports marketing at his alma mater, Boston College.

Lou blogs under his philosophy, experience, stories and teaching at his Relationship Architecture blog on his website www.LouImbriano.com



Lou's first book, *Winning the Customer*, with McGraw-Hill will hit shelves in September 2011.

Lou is also very active in social media. He hosts a weekly sports business Twitter chat every Sunday at 9:30pm EST under the hashtag #sbchat. He has also been named one of the most influential professors on Twitter.

You can follow him on [Twitter](#), [Facebook](#) and [LinkedIn](#).



TESTIMONIALS:

Lou is a storyteller that understands how to extract a meaningful and poignant lesson out of an entertaining, real life depiction. When Lou speaks his passion and presentation captures the attention of the audience. Lou has a down to earth, commonsense approach and delivery of his subject matter and is known to invoke chuckles and laughter while making his point.

“Lou simply exceeded our expectations. The message was clear, concise and directly on target for what our company needed. In part of his presentation, Lou talks about creating memorable moments. He created a lasting one in his presentation delivery that left even our CEO quoting his relationship architecture points throughout the remainder of the meeting. Certainly hit one out of the park for our team!”

-Vincent J. Ragucci, III, Vice President, Parsons Brinckerhoff

Lou talks about Relationship Architecture and how to build unbreakable business relationships. He also discusses sports business and marketing and how to maximize revenue generation but every time he speaks he customizes his discussion to the needs of the specific organization. What makes Lou so effective is that he discusses not only his successes, but also the mistakes he has made along the way. Lou worked his way from coffee fetcher to Director, VP to CMO, COO & CEO so he understands the various levels of an organization and the importance of each.

“As the world’s leading congress for the business of soccer, our speakers are some of the most accomplished and influential executives from across the world. And while many of them are well known experts in their field, very few possess Lou’s charisma and ability to engage the audience. Lou’s extensive experience within US sport, widely considered as the most sophisticated and developed sports market in the world, sets him apart from many of his peers. His presentation at our European Forum in 2008, in which his ‘outside the box’ approach to sports marketing was evident throughout, remains one of the best sessions we’ve ever hosted. We have since recommended Lou to many of our top clients and have done so with outmost confidence in his ability to deliver exactly what they need, anywhere in the world.” – Misha Sher, Business Development Director

“Lou Imbriano was considered by students to be ‘one of the best speakers ever’ and filled an auditorium with business students at Nichols College on a Monday night in October to talk to them about what it takes to be a success in any kind of business, not just sports management. His engaging talk featured advice on how to build relationships and how to “deliver” on your promises. He spoke frankly and with humor about how to be a “relationship architect” and students from all majors were inspired by his message and anxious to use his tips as they work on their own business careers.” – Blanche Milligan, Director, Fischer Policy and Cultural Institute

“Lou Imbriano connects with his audience, even engineers, to help them recognize simple steps in developing long term relationships with their clients.”
-Dave McAlister, Executive Vice President, Parsons Brinckerhoff

Lou Imbriano will bring knowledge and passion to your conference, meeting or special event.

Winning the Customer is all about how to maintain and grow relationships to maximize revenue. We talk about three key areas:

1. Organizational structure and systems—*The Marketing Playbook*
2. Relationship building—*Relationship Architecture*
3. Closing business—*The Revenue Game*.

In order to ensure that your company maximizes revenue all three areas must work harmoniously together.

The first section ~ *The Marketing Playbook*, will help you set up your organization to win and help you really identify and understand who's already a fan of your product—and who can become one. It will also guide you toward finding those people who are absolutely dying to spend their money with you. It all starts with transferring your business from a transactional to a relationship-oriented marketing model.

In the second section ~ *Relationship Architecture*, we'll show you how to connect with people in meaningful ways and give you a look at the kind of effort it takes to create significant moments that profoundly change relationships. You already know that relationship building is important for results—executives and pundits alike always stress that business is all about relationships—but what steps do you really need to take to ensure that you are forming those relationships in ways that will yield a real change in your P&L statement or enhance the kind of influence you wield. We'll show you how we managed relationships at a billion dollar company like the Patriots and at Trinity One, a small boutique agency I now own. We'll show you exactly the kinds of information we collect about people, how we store it, and how we use it.

In the third section ~ *The Revenue Game*, we'll look at the nuts and bolts sales process. We'll show you how to engage with companies and individuals to allow you to get *the* meeting (instead of being the guy who goes straight to voicemail and never gets a call back). We'll talk about how to bring your clients through the new business funnel to ensure you get results. You don't want to waste time exploring impossible prospects; we're going to show you how to find ones with real possibility. Finally we will show you how to build revenue as opposed to sell concepts.

Winning The Customer by Lou Imbriano & Elizabeth King ~ September 2001 ~ McGraw-Hill

