

Cliff Dochterman

Principal - WHALE ROCK MANAGEMENT, LLC

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Principal WHALE ROCK MANAGEMENT, LLC. 1990 - Present

Director of Intercollegiate Athletics, UNIVERSITY OF CALIFORNIA, Santa Cruz 2014 to 2017
Club Sports, and Intramurals

Senior Vice President, PARAMOUNT GROUP 2009 to 2014
Chief Operating Officer

Director of Corporate & Foundation CALIFORNIA STATE UNIVERSITY, San Bernardino 2011 to 2013
Relations, Athletics Development

Vice President for Team Operations UNITED STATES FOOTBALL LEAGUE 2009 to 2010

Team President NATIONAL BASKETBALL ASSOCIATION
ANAHEIM ARSENAL, NBA Development League 2007 to 2009

Senior Associate Athletics Director UNIVERSITY OF CALIFORNIA, Riverside 1996 to 2007
& Chief of Staff

Executive Director WOMEN'S NATIONAL INVITATIONAL BASKETBALL 1994 to 1996
TOURNAMENT

League Vice President, TEXAS-LOUISIANA PROFESSIONAL BASEBALL, 1993 to 1996
Team General Manager AMARILLO DILLAS & LUBBOCK CRICKETS

Assistant General Manager SACRAMENTO SURGE NFL World League 1990 to 1993

Vice President, Sales & Marketing SAN DIEGO SOCKERS, MISL Major Indoor Soccer League 1990

Senior Associate Athletics Director UNIVERSITY OF CALIFORNIA, Santa Barbara 1987 to 1990

Director of Football Operations UNIVERSITY OF MICHIGAN 1985 to 1987

Assistant Football Coach &
Operations Assistant (DFO) UNIVERSITY OF THE PACIFIC 1982 to 1985

Sales Manager PACIFIC STEREO 1981 to 1985

Willing to relocate: Anywhere
Authorized to work in the US for any employer

Work Experience

Principal

WHALE ROCK MANAGEMENT, LLC - Riverside, CA

1990 to Present

Whale Rock is a diversified consulting group that specializes in building dynamic business structures and operating models for mid-sized business ventures and minor league sports operations. Professional services: create business infrastructures, due diligence projects, valuations, transactions, staffing, sales training, lease negotiations, marketing and sales campaigns, social media platforms and campaigns, branding and licensing programs, special event management, feasibility studies, facility programming, media rights and broadcast networks, etc. The group also supports college athletics in the same services, as well as fund raising training, campaign development, staff selection, policy manuals, event management, and strategic planning. Due to the confidential nature of consulting projects, many clients are not disclosed, however the following is a sample of clients from the past 27 years of work.

College Athletics - Kraft Fight Hunger Bowl; Cal State Bakersfield; University of California, Davis; Cal Baptist University; University of the Pacific; Fresno State University; St. Cloud State University; San Jose State University; Sacramento State University; Texas Tech University; Abilene Christian University; University of Southern Colorado; West Texas A&M, University of San Francisco, Chico State University. University Administration - University of California, Riverside Bourns College of Engineering, Winston Chung Global Energy Center.

Professional Football - World League of American Football; New England Patriots; Los Angeles Raiders; New Orleans Saints; Detroit Lions; United States Football League; All-America Football League; San Antonio Riders; Major League Football; Birmingham Fire; New York - New Jersey Knights; Spring Football League

Professional Hockey - Western Professional Hockey League; Amarillo Gorillas; Odessa Jackalopes, San Francisco Bulls; Amarillo Rattlers

Professional Basketball - Sacramento Kings; Los Angeles Sparks, Bakersfield Jam, Continental Basketball Association

Professional Baseball - Mobile Bay Sharks; Lahania Whalers; Abilene Prairie Dogs; Pueblo Big Horns; Rio Grande Valley White Wings; Stockton Ports; Modesto A's; Tacoma Rainiers; El Paso Diablos; Helena Brewers; AT&T Pacific Bell; San Antonio Tejanos; Alexandria Aces; Corpus Christi Barracudas; Beaumont Bullfrogs; Tyler Wildcatters; Rochester Red Wings.

Private Sector and Community Based - Miller Brewing Company; Adidas; PepsiCo; United Way; High 5 America Foundation; Sacramento Sports Commission; Washburn Financial; Jack Kemp's "Campaign For A New Agenda" Political Action Group; Boy Scouts of America; Smart Circle; Russo-Marsh & Associates; Good Guys Audio-Video; KHIZ Television.

Athletics Director

University of California, Santa Cruz - Santa Cruz, CA

July 2014 to January 2017

Led all business and operations for the athletics, sports clubs, and intramural programs. The position was eliminated as the University cut all funding for sports.

Sr. Vice President, Chief Operating Officer

Paramount Group - Irvine, CA

April 2009 to July 2014

Ran an international investment firm, specializing in private placement investments.

Team President

National Basketball Association - Anaheim, CA

October 2007 to April 2009

President of the NBA D League team in Anaheim. The team was sold and relocated.

Sr. Associate Athletics Director

University Of California Riverside - Riverside, CA

July 1996 to October 2007

Lead all revenue generation and sports operations for the NCAA Division I Athletics Program.

League Vice President, Team General Manager

Texas Louisiana Professional Baseball - Amarillo, TX

October 1993 to July 1996

Managed 10 teams operations and business. Al served as the General Manager of the Amarillo Dillas and Lubbock Crickets.

Game management staff for mega events

NCAA Final Fours

1988 to 1988

1991, 92, 93 Super Bowls; and the 2008 & 2009; NBA All Star Game & Fan Fest.

- Supported the Big West and Pac-10 Basketball Tournaments operations, as well as the CIF Basketball Championships from 2001 to 2009. Served as the Executive Director of the WNIT Basketball Tournament in 1994-1996.

- Produced all marketing and logistical elements of concerts and comedy events featuring: Phil Collins and Genesis, Neil McCoy and Faith Hill, Chicago, Kenny Loggins and Michael McDonald, Third Eye Blind, Smashing Pumpkins, Gatlin Brothers, Big Bad Voodoo Daddy, Ambrosia, and John Ford Coley. Bill Engvall, George Lindsey, and Gallagher. Created the top wine and food festival in the Inland Empire. Recruited dozens of events, concerts, theatrical filming, and tournaments to use the University of California campus, including the large Inland Empire Jazz Festival. Coordinated campus operations to support outside promoters use of the campus.

Concessions

- Accomplished leader of in-house concession operations, including the development and construction of facilities, health and safety issues, and accounting.

- Negotiated and managed multiple outsource concessionaire relationships.

Sponsorship, Advertising, Promotions, Broadcasting, Ticket Sales, and Fund Raising

- Award winning, national leader in the areas of institutional advancement including the development of comprehensive marketing and sales programs. Created victorious campaigns and projects for marketing, public relations, branding, sponsorship, advertising, tickets sales, annual fund, capital campaigns, and endowments for non-profit organizations, intercollegiate and professional sports teams.

- As a marketer: led the World League, Major Indoor Soccer League, Texas-Louisiana League, and California Collegiate Athletics Association in attendance. Part of the Sacramento SURGE: World League Champion and "Franchise of the Year" in 1992, and was the Texas-Louisiana League "Executive of the Year" in 1994 and 1995. Selected by the West Texas Sports Hall of Fame as the 1995 "Sportsman of the Year" and was featured in an INC. Magazine article as a top sports entrepreneur.

- Dramatically evolved the sales and service operations by developing sales programs to sell: single, season and group tickets; print advertising; signage; promotions and premium items; radio and television broadcast packages; and sponsorships. Designed a new multi-dimensional marketing program for a University-wide Corporate Partners program at UC Riverside and Cal State San Bernardino. Creative leader in the area of the development of new branding and trademark campaigns. Supervised league, university, and team implementation of new campaigns and branding programs. Personal career sponsorship sales exceed \$58 million. Personal career fund raising totals top \$130 million.
- Outstanding communication, negotiating, public speaking, and presentation skills.

Education

Master of Science in Sports Management

United States Sports Academy - Daphne, AL

Bachelor of Arts in Communications

University of the Pacific - Stockton, CA

Skills

Microsoft Office, Sales Management, Sales, Leadership Development, Leadership Training, Fundraising, Marketing Strategy, Marketing, Marketing Communications, Customer Service Skills, Business Development, Budget Management, Account Management, Account Reconciliation, Budget Management, Budget Development

Additional Information

Looking for work in the area.