



MIKE BEHAN
CHIEF OPERATING OFFICER, COLLEGIATE PARTNERSHIPS

Mike Behan, Chief Operating Officer of Legends Global Sales, is responsible for expanding Legends collegiate athletics business, as well as the on-going implementation of “The Legends Way” across existing partnerships. Under his leadership Legends has experienced unprecedented growth, securing partnerships with marquee institutions such as University of Notre Dame, University of Oklahoma, University of Southern California, University of Louisville, University of Wisconsin, University of Utah, Villanova University, Syracuse University and the Rose Bowl, to assist in maximizing revenue associated with over \$2.0B in new and renovated facility projects.

Mike joined Legends from the National Basketball Association after serving as Sr. Director of Team Marketing & Business Operations (TMBO). In this role he was responsible for advising NBA, WNBA and NBA-Development League franchises on all aspects of business operations, including ticket sales, sponsorship development, premium seating, customer retention, digital sales, and marketing to drive revenue through sharing of best practices. During Mike’s time at the NBA he worked closely with the New Orleans Hornets to develop and execute their ‘100 Events in 100 Days’ sales campaign, which resulted in a league leading 4,000+ new full season tickets in 2011. Mike also worked closely with the Sacramento Kings following their near relocation to reintegrate the organization back into the community and launch season ticket renewal and new sales campaigns, which generated Top 10 results across the NBA.

Prior to the NBA Mike was the Director of Business Development for the Cleveland Cavaliers. During his time with the Cavaliers the organization set numerous and consistent records for attendance, gate receipts and ticket / premium seating revenue. Mike is a 2005 graduate of LeMoyne College in Syracuse, NY and a 2020 Sports Business Journal 40 Under 40 recipient. A native of Binghamton, NY, Mike now lives in Glen Rock, NJ with his wife, Amanda and three daughters.