



**SUSAN O'MALLEY**  
**Sports Pioneer & Former President**  
**Washington Sports & Entertainment**

As the first female president of a professional sports franchise, Susan O'Malley is a pioneer in two fields: sports and business. Through her experience, she knows what it takes to be a leader in a tough business environment and how to recreate an organization from the ground up. Once an intern with the Washington Capitals and Bullets—now the Wizards—O'Malley joined the organization full-time in 1986 as director of advertising. Since that time, her ground-breaking business ideas and proactive approach to customer service has brought her, and Washington Sports and Entertainment, to the top of the sports business world. Susan O'Malley speaks about leadership and thriving in a tough business world, calling on anecdotes and lessons learned from her life of unprecedented success. Her presentations are marked by her warm sense of humor, her self-described “folksy” style, and her lifetime of experiences as a pioneering woman in business.

**A First in Sports.** O'Malley joined Washington Sports and Entertainment during lean times, and under her guidance the company both improved its bottom line as well as its winning percentage. Through her expertise in connecting with employees, transforming the organizational culture, and hiring the right people for the right positions, she was able to blaze a trail for women in the future to rise to the top of, and succeed in, the world of professional sports. In her first season handling off-court activities, the team experienced the largest ticket revenue increase in the history of an NBA franchise to date. In addition, that year, the club achieved the highest renewal rate of season tickets ever by the franchise, including the year following the 1977-78 Championship season.

O'Malley's magic has helped attract over 21.2 million patrons through the turnstiles of the Washington, D.C.-based facility through August of 2006. In the eight and a half year history of Verizon Center, the arena has been host to more than 1,788 concerts and sporting events. The 2005-06 Wizards season saw the franchise tally 14 sellouts, averaging over 17,000 fans per game en route to their second consecutive trip to the NBA playoffs.

**Reaching Lifetime Goals.** Since leaving Washington Sports and Entertainment, O'Malley earned her law degree from Georgetown University. But from a young age, O'Malley identified her career goals and was supported strongly by her mother. As a grade school student, she wrote a paper declaring her intention to run a sports franchise. Her teacher deemed the goal “unrealistic,” but O'Malley was not swayed. Her mother went to the school and pulled her out of the class, and O'Malley never attended the teacher's class

again. With this kind of family support and with strong female influences, O'Malley's life and career have been an example for women who want to break into male-dominated industries. Her message is influenced by her family experiences and the management and leadership lessons she developed in her unprecedented career.

