

DANIEL DEPERNO

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danieldeperno.com

career summary

- Entrepreneur, business executive, educator and researcher in technology, media and marketing
- Over 20 years of experience in academia, technology (web design & development, programming, digital video analysis & production, CRM, social media, VR, graphic & publication design, digital learning), marketing, sales, public / media / community relations, athlete performance, journalism, sponsorship development, advertising, event management, strategic administration, project management, product enablement, instructional design, corporate / educational partnerships and creative / entrepreneurial business development
- Owner of Better Tomorrow Sports, a small information technology, communications and marketing company that specializes in design, consulting and training
- Former tenured professor in the sport management department at the State University of New York (SUNY) at Cortland, founding director of the college's Sport Media and Technology Learning Center (SMTLC) and director of the Dartfish USA Northeast Training Center on campus
- Taught sport media, marketing and technology courses, proactively prepared students for corporate careers, established partnerships with professional sports organizations and published research internationally
- Secured over \$20 million in sponsorships, grants and gifts for academic institutions and corporations in career

education

M.S. Sport Administration / M.B.A. | 1999

Canisius College | Buffalo, NY

Concentrations: technology, public relations, marketing

B.A. | Journalism | 1995

University at Buffalo | Amherst, NY

experience

Owner / President

Better Tomorrow Sports
Dallas, Georgia

Assistant Professor & Director

State University of New York
Cortland, New York

Director of Public Relations & IT

PWolfe Motorsports (NASCAR Team)
Mooresville, North Carolina

Vice President / Marketing & IT

Rising Crane Sports Consultants
New York, New York

Director of Communications

United States Sports Academy
Daphne, Alabama

Dir. of Public Relations / Webmaster

Sweet Home Central School District
Amherst, New York

Television Programming Coord.

ESPN Wide World of Sports Complex
Orlando, Florida

Marketing Coordinator

Verizon Wireless
Cheektowaga, New York

Editor-in-Chief

Orchard Park Bee Newspaper
Amherst, New York

A full resume / CV is available upon request.