



Robin B. Blakeley
President, Pursuant Sports

Subject Matter Expertise: Sports, Fundraising Strategy, Marketing, and Management

Bio:

For more than 30 years, Robin Blakeley has been a force in the sports industry, utilizing the unique platform of athletics to positively impact culture.

In 1984, Robin founded Talent Sports International, one of the leading sports management and marketing firms in the southwest. As President and CEO for the next 10 years, he served more than 50 professional athletes including Hakeem Olajuwon, Karl Malone, Joe Dumars, Mookie Blaylock, Rolando Blackman, Herschel Walker, Will Perdue, Oliver Miller, and Spud Webb.

He has also operated as Southwest President of Host Communications (now IMG College), the world's largest collegiate sports marketing firm, and he is co-founder of The Heart of a Champion Foundation, an organization dedicated to character development in young athletes. For years, Robin served as the International Tour Director of the \$17 million Volvo Grand Prix tennis circuit, and Tour Manager for the Association of Tennis Professionals.

He is a highly-sought corporate consultant and motivational speaker, and board member of City Square, the Dallas 2024 Olympic Bid Committee, SHINE Foundation, Practice Ministries, and Letters from a Soldier's Heart. His heart for the sports industry pales in comparison to Robin's greatest passion—being a father to his four boys: Ryan, Chase, Christopher, and Jon Cole.