

# SCOTT HOLLINGSWORTH

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## EXECUTIVE & TESTIMONY PROFILE

Objective, high-impact C-suite executive and academic with over 25 years of commercial leadership, financial structuring, and operational oversight within the global sports, entertainment, and motorsport sectors. Available for expert witness retention, technical consultation, and litigation support specializing in financial valuations, industry standard of care, commercial contract fulfillment, and "best efforts" execution. Qualified by extensive experience directing major sporting organizations, executing multi-million dollar asset liquidations, and serving as a key corporate witness in federal court.

## PRIMARY AREAS OF EXPERT TESTIMONY

- **Financial Valuations & Economic Damages:** Expert analysis of sports property valuations, asset metrics (franchises, venues, agreements), capital structuring, and calculation of economic damages resulting from breach of contract.
- **Standard of Care & Contract Fulfillment:** Evaluation of industry benchmarks regarding sponsorship asset delivery, media output measurement, brand activation, and operational execution for major events.
- **Commercial Matters & "Best Efforts" Execution:** Assessment of complex multi-vertical agreements, intellectual property rights defense, and whether parties undertook reasonable, industry-standard commercial steps to fulfill contractual obligations.

## TESTIMONY HISTORY

- **Federal Court Testimony (Chicago, IL):** Served as key corporate executive witness over 2.5 days of testimony in a high-stakes federal dispute involving hostile rights acquisitions, antitrust claims, and commercial sports contracts. Delivered a highly credible, unimpeached narrative that successfully insulated the organization from a \$90M co-defendant damages award, resulting in a negligible out-of-pocket resolution.

## **ACADEMIC APPOINTMENTS**

**HIGH POINT UNIVERSITY** | High Point, NC

**Professor of Practice, Nido R. Qubein School of Communication** | 2025 – Present

- **Sport Finance & Valuation:** Instruct senior-level curriculum focused on the financial metrics of sporting entities, including franchises, venues, sanctioning bodies, and athletic contracts.
- **Sports Marketing & Operational Delivery:** Teach industry-standard frameworks for contract negotiation, multi-platform revenue optimization, brand activation, and consumer impression tracking.

**BELMONT ABBEY COLLEGE** | Charlotte, NC

**Adjunct Professor, Motorsports Management** | 2026 – Present

- **Motorsports Finance:** Deliver graduate-level curriculum focused on corporate revenue architecture, team charter values, franchise models, and commercial asset exploitation.

## **PROFESSIONAL EXPERIENCE**

**STAY PLUGGED IN** | Charlotte, NC

**Chief Revenue & Operating Officer / Founding Team Executive** | 2021 – 2025

- **Financial Metrics & Capitalization:** Secured \$3.5M in equity financing by establishing the long-term commercial value of technical and media assets to institutional family offices.
- **Commercial Agreement Fulfillment:** Negotiated, structured, and executed multi-year commercial sponsorship agreements with blue-chip brands including Coca-Cola, McDonald's, Red Bull, and NASCAR.
- **Standard of Care:** Established baseline operational and revenue metrics, scaling a startup esports platform from inception to a \$2M annual recurring revenue (ARR) rate.

**NASCAR / INTERNATIONAL SPEEDWAY CORPORATION (ISC)** | Charlotte, NC

**Managing Director, Strategic Development** | 2014 – 2019

- **Valuation & Due Diligence Frameworks:** Authored a comprehensive corporate M&A Playbook utilized by the Board of Directors as a rigorous technical framework for assessing risk, market fit, and operational synergy for \$100M+ in funding.
- **Complex Commercial Negotiations:** Solicited, structured, and executed multi-venue, high-value commercial agreements with industry-leading promoters including Live Nation and AEG Live.
- **Asset Monetization:** Designed and implemented a "Digital Twin" facility modeling strategy to expand commercial revenue streams and optimize partner exposure metrics.

## **HARDCARD HOLDINGS, LLC | Columbus, OH**

**Partner | 2006 – 2014**

- Advised premier sports organizations, high-net-worth investors, and event hosts on asset valuation, sports property monetization, and commercial contract execution.
- **BMW ORACLE RACING (Secondment):** Served as Chief Commercial Officer for a victorious 33rd America's Cup campaign. Managed full commercial operations and structured elite global partnership frameworks with JP Morgan, Moët & Chandon, and NetSuite.
- **A1GP WORLD CUP OF MOTORSPORT (Secondment):** Served as Chief Commercial Officer overseeing the commercial P&L, international media rights distribution, and multi-continent hospitality operations across 35 international events.

## **PARADAMA PRODUCTIONS (AMA PRO RACING) | Columbus, OH**

**Chief Executive Officer | 1999 – 2006**

- **IP Rights & Hostile Defense:** Formulated the legal, strategic, and commercial defense of critical organizational intellectual property rights against Clear Channel's hostile effort to control the market, leading to the aforementioned 2.5 days of federal court testimony.
- **Commercial Transformation:** Redesigned the sanctioning body's commercial framework, doubling annual revenue streams through the strategic optimization of media rights, licensing, and corporate sponsorships.
- **Operational Governance:** Exercised total fiduciary and operational oversight of a staff of 45 full-time and 140+ seasonal employees, producing over 120 live broadcast events annually.

## **SMITH BARNEY / NATWEST MARKETS**

**Investment Banker**

- Executed corporate financial transactions, including public equity offerings, debt issuance, and strategic M&A within the energy and corporate sectors.

## **EDUCATION & PROFESSIONAL CREDENTIALS**

- **Master of Business Administration (MBA)** – Hofstra University, New York
- **Bachelor of Science (B.S.) in Economics** – Louisiana State University
- **ADDY Award Winner** – American Advertising Federation (Recognized for creative excellence and brand campaign strategy)