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SBD / Issue 185 / Executive Transactions

# Executive Transactions

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Kodak named **GREGORY WALKER** as Dir of Presence and Alliance Marketing. Walker replaces **MANNY RIVERA**, Kodak's longtime Dir of Olympic Sponsorships (*ROCHESTER DEMOCRAT & CHRONICLE*, 6/14)....Leo Burnett USA hired **JEFF LABBE**, who is currently Creative Dir & Art Dir at TBWA/Chiat/Day. Labbe is known for spots including Nike "Beautiful" (*CHICAGO TRIBUNE*, 6/14)....Fox Broadcasting named former HBO exec **ROBERTA MELL** as Exec VP/Marketing. Mell won two Sports Emmy awards at HBO (*DAILY VARIETY*, 6/14)....Marquis Jet Partners named **JUSTIN FIRESTONE** as VP/Sports Marketing to be based in the company's new L.A. office. Firestone will be responsible for marketing and sales of the Marquis Private Jet Card to sports industry individuals, including athletes, agents and sponsors. Previously, Firestone was eBizJets Dir of Sports Marketing (*Marquis Jet Partners*)....D'Arcy/Clarion promoted Account Supervisor **CHRIS MULCAHY** to VP/Events & Promotions within the BCOM3 group. Previously, Mulcahy was an exec with Streetball/Host Communications and Washington Sports & Entertainment (*THE DAILY*)....**PATRICK KEHOE**, a Senior Advisor to NY Gov. **GEORGE PATAKI**, is joining the NYRA as VP & General Counsel, effective July 1. Kehoe helped broker a number of major racing and gambling measures on behalf of the Pataki administration (*BLOODHORSE.com*, 6/12)....The Blue Jackets announced that Nationwide Arena PR Manager **KAREN DAVIS** has assumed an expanded role within the organization in the newly-created position of Manager of Arena & Corporate Communications (*Blue Jackets*).

Do you have an executive announcement for The Daily? If so, please send to [editorial@sportsbusinessdaily.com](mailto:editorial@sportsbusinessdaily.com).

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