

## **Rob DiGisi**

Rob DiGisi is the president of Iron Horse Marketing, Inc., a company focused on partnership marketing and new venture development. His clients list includes Autotote Corporation, *Sports Illustrated*, *Fortune*, Citizens Bank, The New York Jets, Ameriquest Mortgage Company and The University of Pennsylvania. In addition to leading this organization, Rob is a faculty member at The Wharton School teaching the graduate level course, "Marketing in the Entertainment and Sports Industry."

From 1998 to 2002, Rob was the Vice President of Business Development at Bank One's credit card arm, First USA Bank. There he created marketing programs and forged co-branded and affinity credit card partnerships with a variety of leading brands including sports organizations and teams, non-profit associations and universities. When he originally joined First USA, he was responsible for directing both new acquisition and loyalty enhancement programs for the Sports & Entertainment Group.

Prior to joining Bank One, Rob was at the National Basketball Association where he founded and managed the League's direct marketing and merchandising initiatives including the NBA.com Store, The Official NBA Catalog, television shopping ventures and various other projects for The NBA Store in New York City. When he joined the NBA in 1995, Rob led strategic planning and business operations for The Consumer Products Group, the League's licensed merchandise division.

Before the NBA, Rob was with CUC International creating new products and developing innovative distribution channels for the affinity marketing company. Early in his career, Rob was at International Management Group holding financial and analytical positions for TWI, IMG's televised sports production arm and IMG's Golf Division.

He was an adjunct professor in Sports Marketing at New York University from 1998-2000 and has spoken at various conferences and seminars. He is a 1987 graduate of Boston College and earned an M.B.A. from The Wharton School in 1993. He resides in Wilmington, Delaware with his wife and two sons.