



### **Sean Dee**

Chief Marketing Officer, *AEG*

Sean Dee was appointed Chief Marketing Officer, AEG Worldwide in September, 2009. In this role, Dee is responsible for overseeing the management of AEG's marketing, sales, merchandise, public relations, community relations and creative services business units. He is also taking the lead in the overall branding and business management of many of the organization's key worldwide assets including L.A. LIVE, the \$2.5 billion downtown Los Angeles sports, entertainment, and residential district featuring STAPLES Center, Nokia Theater L.A LIVE, Club Nokia, the GRAMMY Museum and newly opened Regal Cinemas L.A. LIVE Stadium 14 theatre. The final components of the 4 million square foot development will be completed this spring with the opening of the JW Marriott Los Angeles at L.A. LIVE and The Ritz-Carlton Hotels along with The Ritz-Carlton Residences at L.A. LIVE. Dee is also overseeing the launch of the AEG Digital Marketing Services group and integration with the existing AEG Digital Media Group. Prior to joining AEG, Dee served as Vice President, Chief Marketing Officer for Hard Rock International as their global brand steward. He oversaw the development of the company's iconic merchandise line, food & beverage offering, e-commerce initiatives, CRM program, branded philanthropy, memorabilia acquisition strategy and worldwide sales and marketing initiatives for its global portfolio of restaurants, hotels, casinos and live venues. From 1996-2002, Dee served in key roles at Levi Strauss & Company, leading the Levi's Brand through a series of key turnaround initiatives, including its reintroduction into key premium distribution channels. He gained extensive domestic and international experience in retail, media, and consumer-oriented marketing as Vice President on their first global marketing team. Dee began his career at Foote Cone & Belding, San Francisco and rose to Vice President, helping usher the agency into the digital age by launching the first interactive and retail divisions for the company in the early 90's. Sean received a Bachelor of Arts Degree from Stanford University and lives with his wife Brooke in Los Angeles.