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### **Madison Square Garden Executive to Visit Gardner-Webb University on Feb. 15**

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# Madison Square Garden Executive to Visit Gardner-Webb University on Feb. 15

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Office of University  
Communications

February 1, 2019

## *Branden Templeton will Share About Marketing Partnerships and Sales Strategies*

BOILING SPRINGS, N.C.—An executive from The Madison Square Garden (MSG) Company in New York will visit the Gardner-Webb University campus on Feb. 15. Branden Templeton, vice president of business solutions and marketing partnerships, will speak to students at 9 a.m. in Hamrick Hall's Blanton Auditorium. Hosted by the Godbold School of Business, the program is also open to the public.

Templeton will share about the path that led him to his current position at MSG. After graduating from North Carolina State University (Raleigh), he earned his Master of Sport Business from New York University.

He gained experience in the field by working for IMG Academies, a multi-sport training facility and boarding school, CBS College Sports and NASCAR. He joined MSG Sports in 2009 and worked in several areas before becoming a vice president.

“When students hear from individuals, like Branden, who have followed different career paths and ended up in places they never dreamed of, it gives them a sense of adventure and freedom to think beyond the walls of the classroom and into the journeys of the world,” observed Mischia Taylor, dean of the Godbold School of Business and instructor of Marketing. “Programs like this open students’ eyes to opportunities they may not otherwise know about. He will share about his daily responsibilities and take questions at the end.”

In his current position, Templeton develops sales strategy within MSG’s marketing partnership department. He works closely with MSG’s sales and account management teams to drive revenue from MSG marketing partners (Chase, Kia, Lexus, Pepsi, etc.). He and his team develop cross-venue, multi-platform marketing deals that leverage MSG’s unparalleled portfolio of properties. His job also includes directly managing sales strategy related to the Company’s professional sports franchises in the National Basketball



Association (New York Knicks), National Hockey League (Rangers) and Women's National Basketball Association (Liberty).

Templeton's advice to students and others looking to advance their careers is to "follow your passions." "It's tough to be successful at something you aren't passionate about," he explained. "Get as much work experience as possible to find new areas where you have an interest. Lastly, you should always be looking for areas of need in the marketplace. If there is a need, then there will be opportunity."

He said the best part of his job is that it's never the same. "I am forever grateful to walk into 'The World's Most Famous Arena' every day," Templeton shared. "It never gets old. I get the chills every morning as I walk in. The problems and the projects constantly change and that makes it exciting every day."

***Auxiliary aids will be made available to persons with disabilities upon request 48 hours prior to the event. Please call 704-406-2155 or email [disabilityservices@gardner-webb.edu](mailto:disabilityservices@gardner-webb.edu) with your request.***

*Located in the North Carolina foothills, Gardner-Webb University is a place where Christian compassion meets critical thinking. A private, Christian, liberal arts university, Gardner-Webb emphasizes a strong student-centered experience and rigorous academics to prepare students to become effective servant-leaders within the global community. Ignite your future at Gardner-Webb.edu.*