

# MATT AFINEC

## *President & Chief Operating Officer of Business Operations*

Matt Afinec was promoted to President and Chief Operating Officer of Business Operations of the Hamilton Tiger-Cats June 12, 2018. He joined the Tiger-Cats in 2010 as Vice President, Stadium Development, and was a member of the executive team that represented the Tiger-Cats in the development of the Pan Am stadium. Afinec led the Club's efforts to secure a landmark naming rights partnership with Tim Hortons in 2013 and the strategic efforts on stadium founding partnerships and ticketing/hospitality plans to launch the venue. In his previous role as Executive Vice President, Business Operations, he has led the Club's business efforts since 2015.

As President & Chief Operating Officer of Business Operations, Afinec oversees all facets of the Club's business operations, including ticket sales and service, corporate partnerships, marketing, communications, fan experience, guest relations, retail operations, digital/broadcast media and community/municipal relations. Under his guidance, the Tiger-Cats have made numerous innovative additions to Tim Hortons Field to promote the social and out-of-seat viewing experience on game day, including The Stipley (Canada's largest outdoor bar), Stripes Jungle, presented by Findlay Law (a free admission children's playground on the concourse), Coors Banquet Bar and more.

In 2014, Afinec was recognized by George Brown College, the Globe and Mail and TSN as one of the '5 to Watch' under the age of 40 in Canadian Sports Business. Afinec, a Burlington native with deep family ties to the east-end Stipley neighborhood in which Tim Hortons Field is located, graduated from McGill University.

