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## **Austin FC Announces First Hires**

*Appointments consist of three Austin residents including first technical staff position*

AUSTIN, Texas—Austin FC, the city's future Major League Soccer club, named 15 individuals with several decades of combined experience to a range of newly-created positions.

"We are elated to have such a talented and diverse group join Austin FC as charter members of our inaugural staff," Andy Loughnane, recently appointed president of Austin FC, said. "This important first wave of Austin FC hires features three Austin residents, one of whom is a former MLS player that will become the Club's first technical staff employee, and 12 additional staff members who were each high-performing leaders in their previous roles and combine to represent valuable industry experience across all five major North American sports leagues."

Austin FC will systematically assemble a staff that is eventually scheduled to grow in excess of 100 full-time positions, and many of the remaining open positions are expected to be filled with qualified regional candidates. Candidates interested in learning more about future employment opportunities are encouraged to contact Austin FC via email at [employment@austinfc.com](mailto:employment@austinfc.com).

Austin FC's first hires include:

**Clark Beacom, chief revenue officer**—With prior experience in MLS, MLB, NFL, and NHL, Beacom will be responsible for overseeing all aspects of Austin FC's partnerships, memberships, premium experiences, and food and beverage. Prior to joining Austin FC, Beacom most recently served as senior vice president of sales and marketing for Columbus Crew SC. Beacom has held ticketing and partnership sales roles with the Tampa Rays (MLB), New Orleans Saints (NFL), and Tampa Bay Lightning (NHL).

**Tyson Wahl, academy general manager**—Wahl, a current resident of Austin who had most recently served as youth development director/head coach for Austin Texans, joins Austin FC as the head of Austin FC's Developmental Academy program. Wahl played professionally across 11 seasons as a defender for five MLS teams before retiring during his fourth season with Columbus Crew SC.

**Avin Assomull, vice president of sales and service**—Assomull, who most recently served as the vice president of ticket sales and service during his service with Columbus Crew SC, will be responsible for overseeing all Austin FC season ticket memberships and premium experiences, including membership benefit programs, supporter experiences, youth soccer relationships, premium seats/suites.

**Jordan Enke, vice president of stadium operations**—Enke joins Austin FC after serving as the senior director of stadium operations for the Columbus Crew SC. As the VP of stadium operations for Austin FC, he will be responsible for pre-construction and post-construction stadium and training facility operations, including: safety and security, repairs and maintenance, and guest services.

**Chris Quinn, vice president of business development and strategic partnerships**—Quinn, who has been in Austin since May 2018 helping to establish key business relationships on behalf of Precourt Sports Ventures, will be responsible for developing critical business partnerships with Austin companies and leaders. Prior to joining Austin FC, Quinn was VP of Corporate Partnerships for Monumental Sports (parent company of NBA's Washington Wizards and NHL's Washington Capitals) and SVP of Business Development and Premium Seating for the NBA's Detroit Pistons.

**Alison Roscoe, vice president of corporate partnerships**—With several years of experience managing corporate partnership groups, Roscoe will lead Austin FC's sponsorship sales and partner service teams. Previously, Roscoe was VP of corporate partnerships for Columbus Crew SC and also served as director of partnership marketing for the NBA's Detroit Pistons.

**Weston Appelfeller, senior director of grounds**—With more than a decade of grounds experience in MLB and MLS, including the distinction of leading the grounds team that was honored twice as "Pitch of the Year," Appelfeller will oversee initial construction and ongoing field maintenance for all stadium and training facility playing surfaces, as well as the surrounding landscape elements at both the stadium and training facility. Appelfeller has held similar positions for Columbus Crew SC, Philadelphia Union and the Boston Red Sox.

**Andrew Flynn, senior director of sales and service**—Flynn will manage inventory, strategy, and communication for membership programs, premium experiences, and group outing services for Austin FC. Flynn previously served as director of ticket sales and service for Columbus Crew SC. Prior to Crew SC, Flynn was a graduate of MLS' National Sales Center.

**JP Lococo, director of corporate partnerships**—Lococo will be responsible for developing key corporate partnership relationships with leading Austin-based and global firms. He previously served as the business development manager of corporate partnerships for Columbus Crew SC.

**Gissela SantaCruz, director of community engagement & communications—**

SantaCruz, an Austin resident and graduate of The University of Texas at Austin, will be responsible for creating, promoting, and fulfilling Austin FC's community efforts, as well as supporting departments on external communication needs. SantaCruz served as a consultant to MLS2ATX over the past year and previously was an editorial writer and columnist at the *Austin American-Statesman*. She is a member of the board of Latinitas.

**Spencer Della, senior manager of ticket operations—**Della will lead ticket operations for Austin FC, which includes ticketing platforms for soccer and all other ticketed events hosted at the venue. Della was most recently manager of ticket operations for Columbus Crew SC. Prior to his move to Columbus, he served in the ticket office for the University of Washington.

**Kayla Froelich, senior manager of corporate partnerships—**Froelich will be responsible for managing key corporate partnership accounts and special events. Froelich joins Austin FC after serving as manager of corporate partnerships for Columbus Crew SC.

**Alex Couch, manager of membership services—**Couch will be responsible for all preliminary and ongoing season ticket membership service experiences including the successful conversion of waitlisted deposit holders into active season ticket memberships and the ongoing membership experience. Previously, she worked with Crew SC in the membership department and at the Oklahoma City Redhawks in sponsorship services.

**Andrew DiMario, manager of sales—**DiMario will be responsible for the development of the Austin FC ticket waitlist and membership sales. Prior to Austin FC, he was responsible for recruitment and training of sales professionals for Columbus Crew SC and a sales role at the University of Texas at San Antonio.

**Kelan Robinson, manager of community engagement—**Robinson, a native East Austinite, product of Lonestar Soccer Club and graduate of Shreiner University, will be responsible for actively developing, fulfilling, and promoting Austin FC's community efforts. Before serving as a consultant to MLS2ATX over the past year, Robinson was a land development consultant for Armbrust & Brown, and prior to that, a policy aide and constituent liaison for four Austin city council members.