

CLARKE FG JONES

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Since his early career at IMG working with the world's most elite golfers, Clarke Jones has been a leader in the sports marketing industry. Now, as the founder and principal of Mail Pouch, LLC Sports + Consulting, Clarke is among the foremost industry leaders delivering value and ROI for elite athletes and related enterprises through deal negotiation, sponsorships, events, media management, brand elevation, communications and PR.

Clarke joined IMG in 1991 and helped establish the company as the industry leader in representation of the world's finest golfers. During his 25-year tenure at IMG, his passion for the sport, industry influence and strategic marketing expertise contributed to golf's rise to its highest level of popularity, exposure and fan following in decades. He is considered a global leader in sports marketing, having been quoted in Golf Digest and engaged for numerous speaking events.

As Clarke rose through the ranks at IMG, he built an impressive portfolio of clients, providing individualized service to the most recognizable names in professional golf including Tiger Woods, Ernie Els, Sergio Garcia, Michelle Wie and Vijay Singh. He generated impressive annual commissionable revenue in excess of \$5M and enhanced IMG's brand as a leader in golf services through customized representation, creative partnering and strategic career-building strategy for elite athletes.

Elevated to IMG's senior management team, Clarke continued to build a remarkable client list while designing and enhancing IMG's global golf strategy. As Senior Vice President and Global Director of Golf Clients, he developed customized branding opportunities for clients, IMG Golf and other stakeholders, and oversaw worldwide scheduling efforts that maximized client business and client partners' ROI.

Clarke ultimately rose to Managing Director of the Americas for IMG Golf. He led hundreds of global employees in designing and executing multi-disciplined golf platforms, served as the point person on key institutional relationships, facilitated and aligned corporate interests with appropriate platforms, and engaged partners and executed events that benefited all stakeholders.

In 2017, Clarke founded Mail Pouch, LLC Sports + Consulting to serve as a strategic advisor to Fortune 500 corporations, athletes and specialty companies engaged in sports marketing and sponsorship. Mail Pouch represents four-time PGA Tour winner and former President's Cup player, Camilo Villegas in global commercial endeavors. Corporate clients include G-Tech Apparel, a high-tech company that uses patented Therma-Grip Heat technology to deliver fast and concentrated heat to athletes' hands; and Dragon Seats, a company that develops, sells and maintains temperature-controlled, portable sideline benches that are widely considered the #1 bench in sports.

Clarke holds memberships at world-class golf clubs including Gulf Stream Golf Club in Gulf Stream, Florida where he is an active committee member; The Country Club in Pepper Pike, Ohio; Farmington Country Club in Charlottesville, Virginia; and Royal and Ancient Golf Club in St. Andrews, Scotland.

A graduate of Vanderbilt University, Clarke is an active volunteer in the addiction recovery communities in Northeast Ohio and South Florida. He has also given time and talent to Rainbow Babies and Children's Hospital of University Hospitals in Cleveland, and the Bluecoats Society of Cleveland.

Clarke and his wife, Whitney, live in Florida and have three grown children.

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