

ETHAN CASSON

Chief Executive Officer

Ethan Casson is entering his second season as the Chief Executive Officer for the Minnesota Timberwolves and Lynx. Prior to his current role, he served as the Chief Operating Officer for the San Francisco 49ers of the National Football League.

As the CEO, Casson oversees the business operations for the Timberwolves and Lynx, working closely with the executive team on setting the organization's strategy. During his first year, Casson implemented several initiatives as part of an aggressive rebuild of the organization. Under his direction, Casson led a brand overhaul that included the launch of a new logo and court, the unveiling of team uniforms, and the introduction of a new marketing campaign. In an effort to re-establish Target Center's resurgence in downtown Minneapolis, Casson supported the completion of the building's \$140 million renovation, the first major facelift in the venue's 27-year history. In the interest of amplifying the franchise's growing popularity, Casson worked with the NBA to secure the Timberwolves as a participant in the 2017 NBA Global Games in China, playing against the defending NBA Champion Golden State Warriors. Additionally, the franchise purchased the NBA's G-League team from Des Moines, now the Iowa Wolves, expanding the organization's footprint throughout the Upper Midwest. And locally, Casson partnered with the WNBA in bringing the 2018 WNBA All-Star Game to the Twin Cities, where the Minnesota Lynx will play host.

Casson spent six seasons with the San Francisco 49ers, initially as the team's Vice President of Corporate Sales. He was promoted to Chief Revenue Officer in 2014 and Chief Operating Officer in 2016. Casson led a team focused on generating corporate revenue associated with the 49ers' new stadium project. He spearheaded the organization's effort in securing a 20-year, \$220 million naming rights partnership with Levi Strauss & Co., one of the largest naming rights deals in NFL history. Under Casson's direction, the first two seasons at Levi's Stadium saw record-breaking revenue growth in several areas of the 49ers business, inclusive of ticket and premium sales and corporate partnerships. In addition, Casson helped procure some of the most prominent events in sports and entertainment, including Super Bowl 50, WrestleMania 31, the NHL Outdoor Stadium Series, Pac-12 Championship Football and various music headliners.

Prior to the 49ers, Casson worked for 11 years with the Timberwolves and Lynx. As Senior Vice President of Corporate Partnerships and Game Presentation, Casson established many long-term partnerships with key Twin Cities brands while working to enhance the overall in-arena fan experience. Before his tenure with the organization, Casson served in sponsorship development at ESPN.

Casson has garnered industry-wide recognition for his accomplishments throughout his career, including most recently being named to the Twin Cities Business list of "100 People to Know" in 2016 and being welcomed as a member of the Twin Cities chapter of Young Presidents Organization (YPO). He was honored as a member of Sports Business Journal's Forty Under 40 class of 2014 and Minneapolis/St. Paul Business Journal's Forty Under 40 class of 2008.

Casson earned a Bachelor of Science in sports management from Colby-Sawyer College in New London, New Hampshire. A standout college basketball player, he was inducted into the New England Basketball Hall of Fame in July 2013 and the Colby-Sawyer College Athletic Hall of Fame in October 2015. Casson served on the Board of Directors for the Make-A-Wish Foundation Greater Bay Area and was previously a

board member for the Make-A-Wish Foundation Minnesota during his first stint with the franchise. He currently serves on the Board of Directors for the Timberwolves and Lynx Fastbreak Foundation, the Board of Directors for YMCA of the Greater Twin Cities, and the Advisory Board for Positive Coaching Alliance. He is also actively involved in Big Brothers Big Sisters. Casson and his wife, Lisa, reside in Minneapolis.