

# THOMAS BANNON

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www.tom-bannon.com

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## Senior Executive

Seasoned executive leader with over 20 years combined experience impacting corporate profitability and performance through expert orchestration of technical resources. Enhance organizational and operational productivity with skillful development, implementation and management of business reengineering programs and innovative public relations strategies. Acknowledged team builder and mentor, reputable for cultivating productive relationships with political and legislative decision makers, civic committees, commercial chiefs, and the media, while ensuring sustained delivery of top quality products and services. Areas of expertise include:

Business Reengineering • Operating Infrastructure • Strategic Planning • Marketing Analysis  
Proposal Development • Continuous Process Improvement • Business Alignment • Labor Relations  
Budgets and Forecasting • Negotiations • Needs Assessment • Project Management  
Team Leadership • Public Relations • Customer Retention • Training/Development

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## PROFESSIONAL EXPERIENCE

### **THE BANNON COMPANY, Anderson, Indiana • 2007-Present**

Management consulting firm advising companies and non-profit organizations on issues of strategy, organization, communications, fund-raising, and operations.

#### **President**

Developed cessation planning for long-time CEO. Crafted internal and external messages for communications campaign. Created fund-raising campaigns and assisted in their implementation. Assisted with event planning and execution.

### **HOOSIER PARK, Anderson, Indiana • 1994-2007**

Churchill Downs owned pari-mutuel horse racing facility serving national clients and consumers, annual revenues of \$235M.

#### **Vice President of Operations and Communications**

Directed alignment of operational requirements with adroit management of resources and over 200 personnel. Controlled capital finances, presented, justified and assembled business model to support \$1M budget to Parent Company. Managed backside maintenance schedules and developed integrated logistics program for 17 barns, 1000 stalls, dormitory, track surface and track kitchen. Ensured quality of front-of-house maintenance and improvements. Coordinated hiring of multifaceted staff, including mutuels (tellers), admissions, security, front and back maintenance, clerical and administrative personnel. Analyzed and reengineered staffing needs and processes, streamlining employee roster by 10%. Co-lead negotiations with unions, averting proposed strike, resolved issues and maintained and enhanced employer-workforce relations. Supervised and mentored personnel, implemented staff valuation program.

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Spearheaded media and public relations campaigns. Created and developed direct racetrack publicity, prepared media guides, press releases and press materials, optimized effectiveness of media tools through strategic targeting and distribution policy. Hosted press conferences and groundbreaking ceremonies, embodied company in spokesperson role and primary point of contact. Controlled \$125K community funding budget, developed and implemented community promotional plans, coordinated allocation of donations and goodwill activities for the community. Served on 11 community boards, chairing the United Way Annual Campaign and raising \$1M, President of the Rotary Club and district chair of the Boy Scouts. Earned registered lobbyist status, represented company in lobbying lawmakers and support groups regarding relevant regulatory and legislative issues, gaining favor from private and public sector, and cultivating preferential civic and community relationships.

### Highlights:

- Streamlined staffing, saving company \$800K over 4-year period.
- Ranked first out of seven affiliated organizations in company-implemented mystery shopper programs.
- Helped maintain \$10M subsidy to company.
- Awarded Best Ongoing Media Relations Program by Public Relations Society of America, and Elmo Funk Ideal of Service Award by Anderson Rotary.

### RIVERSIDE PILOTS, Riverside, California • 1990-1994

Professional baseball affiliates Riverside Pilots and Bakersfield Dodgers, with \$300K annual sales.

#### Assistant General Manager, Director of Stadium Operations

Orchestrated all operations of busy sports stadium facility. Implemented continuous improvements, enhancing day-to-day effectivity, assigned resources as appropriate to maximize standards and place facility at forefront of highly competitive leisure and entertainments market. Maintained budgetary focus ensuring maximized operational cost-effectiveness. Spearheaded HR initiatives, interviewing and hiring skilled personnel for maintenance, housekeeping, security, food and beverage, administration and sales. Strengthened communication channels and relationships with customers, developed and delivered services that exceeded client expectations. Implemented community outreach programs, favorably positioning stadium in public's awareness and drawing valuable media coverage. Managed 'day-of-the-game' staff of 30.

**CAREER NOTE:** Additional positions as **Communications Specialist** with Saint John's Health System (Anderson, Indiana, 1994). **Assistant Manager** with Tire America (Dayton Ohio, 1989-1990). **Journalist** with *Anderson Herald Bulletin* (Anderson, Indiana, 1989). **Sales Intern** with the Indiana Pacers (Indianapolis, Indiana, 1988).

## EDUCATION

### Master of Business Administration

Anderson University, Anderson, Indiana

### Bachelor of Science in Radio, TV and Film

Indiana State University, Terre Haute, Indiana