

# MARIO ARGOTE

CHIEF MARKETING OFFICER

FOR BOOKING:

✉ [margote@up2ussports.org](mailto:margote@up2ussports.org)

🌐 [www.up2ussports.org](http://www.up2ussports.org)



AVAILABLE FOR:

Conferences, Trainings, Podcasts, Radio/ TV Appearances, Career Advice

SUBJECT MATTER EXPERTISE & SPEAKING TOPICS:

Sports Marketing, Corporate Social Responsibility, Cause Marketing, Talent Relations, Brand Management, Sports Business Development

PREVIOUS SPEAKING ENGAGEMENTS & WORKSHOPS:

NPR, Leigh Steinberg Sports Career Conference at Pace University, KING: Behind the Game Podcast, Moneda Moves Podcast

BIO

Prior to joining Up2Us Sports, Mario was Deputy National Director for the Sport for Development humanitarian organization Right To Play where he created and lead cause marketing initiatives and events. Mario spent seven years at the National Basketball Association as a Director in the NBA's Entertainment and Player Marketing division and as a Director in the NBA's Community and Player Programs division, where he directed a number of local and national marketing initiatives under NBA Cares. In addition to his marketing experience, Mario also practiced law as an Assistant District Attorney in the Bronx District Attorney's office and served as a Deputy Commissioner for New York City's Social Service agency, HRA.

Mario received his Juris Doctorate from Brooklyn Law School and his BA in Communications from the State University of New York at New Paltz.

*Up2Us Sports - Up2Us Sports is the nationwide leader in engaging and training sports-based youth development coaches, practitioners, and organizations to address the most pressing issues facing youth in under-resourced urban communities.*

