



# PRESS RELEASE

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## **Tim Flynn Joins Hockey East Sports Properties**

*Flynn Will Serve Role to Bolster Corporate Sponsorship and Marketing Initiatives*

**WAKEFIELD, Mass.** - Hockey East Commissioner **Joe Bertagna** announced today the hiring of **Tim Flynn** to the staff of Hockey East Sports Properties, a DBA of Play By Play Sports, LLC. Flynn will work directly on behalf of the conference and be responsible for the cultivation and sales of corporate partnerships for Hockey East. He will be based out of the league offices in Wakefield, Massachusetts.

"We are all looking forward to working with Tim here in the office," said Hockey East commissioner **Joe Bertagna**. "I have known him for four decades and expect him to add to the legacy of the Flynn Family and Hockey East."

Flynn joins Hockey East Sports Properties with over 25 years of corporate sales experience across various markets, including over 10 years as a vice president or senior vice president. He has worked with start-up businesses and Fortune 500 companies, including Texas Instruments and Xerox Corporation. Over his career, Flynn has had extensive experience with sales team leadership and development and the construction of promotional and cooperative marketing opportunities.

Flynn skated for the Boston College Eagles from 1973-76 before continuing his career in the professional ranks in Courcheville, France. After his playing days, Flynn served as the head hockey coach at Bentley University for four seasons from 1980-84 and compiled a 56-32-2 overall record to become the program's all-time winningest head coach at the time of his departure. He also led the Falcons to the ECAC DIII Playoff Championship in 1981 with a record of 20-1-0.

For the past 25 years, Flynn has served as the manager of the Independent Senior Hockey Organization for former college and professional hockey players. In that role, he coordinated games and tournaments ranging in skill level from college hockey teams to senior national championships and secured various sponsorships from organizations to support the league's endeavors.

### **ABOUT HOCKEY EAST**

The Hockey East Association is a 12-team Division I college men's hockey conference founded in 1984 and a 9-team Division I women's league which began play in 2002-2003. The men's league has won nine NCAA Championships and placed 109 teams in the NCAA Tournament, more than any other conference since Hockey East began play.

### **ABOUT PLAY BY PLAY SPORTS, LLC**

Play By Play Sports, LLC (PBP) is a national sports marketing company providing corporate sponsorship sales and consulting services, as well as various sports marketing agency services. PBP is based in South Bend, Indiana and their client roster includes the University of Notre Dame, the Army-Navy Football Game, Ball State University, the Atlantic Hockey Conference, ECAC Hockey, Hockey East and Brooklyn Sports & Entertainment/Nassau Coliseum. For more information about PBP, log onto [www.pbpsports.net](http://www.pbpsports.net).

