



Damien S. Butler earned a Bachelor of Arts degree from Morehouse College in Atlanta, Georgia with a Major in Business Administration-Marketing and a Minor in Economics. He then matriculated at Texas Southern University's, Thurgood Marshall School of Law where the degree of Juris Doctor was conferred upon him. Immediately after graduation, Mr. Butler moved to Philadelphia, Pennsylvania and began working for Pro Cap, LLC, an NASD and SIPC licensed investment advisory firm for professional athletes. At Pro Cap, Mr. Butler developed and implemented the firm's recruiting and marketing strategies for draft eligible players, secured pre-draft transitional lines of credit, in addition to Disability, Life, and Umbrella Liability Insurance policies. After the draft, through coordinated communication with contract advisors and tax specialists, Mr. Butler analyzed each client's contract terms to effectively calculate cash flow projections and plot investment strategies to meet their profit objectives. Through this experience, he began to understand the pivotal role an advisor plays in an athletes' transition from amateurism to the professional ranks.

Although he was gaining practical hands-on experience in the financial services industry and becoming proficient in the use of financial instruments, Mr. Butler was eager to transition into the realm of contract management and comprehensive career development. Motivated by his early success at Pro Cap, he relocated back to Houston, Texas and joined Athletic Imaging and Management (AIM), LLC as their Director of Client Representation. This new opportunity allowed him to use his innate skills as an effective communicator, assertive negotiator and creative drafter of contract language to support the mission of the firm. Possessing an instinctive ability to connect with and relate to the modern athlete, Mr. Butler was able to recruit top-notch talent to the firm and thus generate revenue streams above and beyond what was initially expected. His mastery of the NFL's Collective Bargaining Agreement allowed him to first research and ultimately negotiate lucrative player contracts. Furthermore, his business acumen (specifically in the field of marketing) enabled him to successfully solicit commercial endorsement opportunities for the firm's clients and craft positive image campaigns to increase off the field/court earning potential.

In 2004, after a chance meeting with Financial Adviser Michael Smith at the Sports Lawyers Association annual conference in Phoenix, Arizona, Mr. Butler was offered an opportunity of a lifetime. NFL superstar Michael Vick was looking for a young, energetic business professional to lead his newly formed MV7 Sports Marketing, LLC, and Damien Butler fit the bill. In this new role, Mr. Butler was able to interact and conduct business with executives and decision makers at the highest levels of the sports industry. Although the primary goal of the firm was to procure new talent and effectively manage

all aspects of their athletic careers, Mr. Butler saw an opportunity to add value to the company by identifying new business opportunities for Mr. Vick. By fostering collaborative partnerships with company's that sought to be attached to one of the most dynamic athletes in the world, MV7 Sports was able to increase Mr. Vick's brand awareness worldwide, while offering its new client base marketing opportunities with Mr. Vick's corporate partners. Unfortunately, this endeavor was short-lived and the entity was dissolved in 2007 due to Mr. Vick's legal issues.

Although blindsided by the dissolution of MV7 Sports Marketing, LLC, Mr. Butler was determined to keep moving forward with his career. In late 2007 he formed G³ Sports Marketing & Representation, LLC, a fully integrated sports marketing & management firm focused on providing comprehensive career management to professional athletes and developing programs to facilitate the development of youth residing both domestically and abroad. G³ Sports offered a wide range of professional and personal services, from the procurement of marketing & endorsement opportunities, to contract negotiations, pre-draft preparation, public relations, financial consulting referrals, post-career planning and the management of youth sports camps & clinics worldwide. By virtue of the experiences and industry contacts previously acquired, Mr. Butler was able to generate substantial revenue for the firm's clientele.

In 2007, G³ Sports was awarded a six-figure contract by the United States Air Force to execute 20 All-Sports Summer Break Camps on bases in Turkey, Japan, South Korea, Germany, Guam and Hawaii over two summers. These sports camps catered exclusively to children of US Service Members serving their country abroad, and provided them with exciting opportunities for growth and development physically, mentally, socially and emotionally while improving their leadership and communication skills. As Managing Director of G³ Sports, Mr. Butler drafted all contract proposals, secured the certifications and background checks necessary to contract with the USAF, and hired all supporting staff. This experience established the firm as a major player in the youth sports camp/clinic industry and eventually led to the formation of the G³ Sports Development Institute (SDI).

As these projects were taking shape, Mr. Butler also signed several draft-eligible college football players to NFLPA Standard Representation Agreements. Upon signing new clients, he directed and executed pre-draft campaigns that included securing disability insurance and pre-draft lines of credit, sub-contracting combine training with the most qualified athletic trainers in the country, developing player profiles to distribute to the management personnel of all thirty-two teams in the NFL and ultimately negotiating team contracts and marketing/endorsement agreements on their behalf. His most personally fulfilling effort was assisting Ramon Harewood, a Division III Offensive Lineman from Barbados who never played high school football achieve his dream of playing professional football. Under Mr. Butler's professional tutelage, Mr. Harewood went from being a virtual unknown to a 5th Round Draft Pick in the 2010 NFL Draft, a 2012 Super Bowl Champion with the Baltimore Ravens, a and multi-millionaire.

Leaning on his successful experience as an event promoter in college and law school, Mr. Butler created a space for G³ Sports Marketing in the very lucrative sports event planning

and production industry. G3 Sports created the “Dynasty” event series, which started with the most successful NBA All-Star event in 2010 hosted by NBA Superstar Dwyane Wade. The “D. Wade Dynasty, Flash to the Future” was a star-studded affair sponsored by Moet & Chandon and Bentley Motors Limited. The success of this event led to many more of its kind produced by G³ Sports at the Super Bowl, Pro Bowl, and future NBA All-Star Games.

It was in 2011 that Mr. Butler resurrected his professional relationship with Mr. Vick. Believing he had paid his debt to society and atoned for his past mistakes, Mr. Butler sought to help re-establish him as marketable athlete on a national scale. In a move that took the sports marketing industry by storm, Mr. Butler pitched, negotiated, drafted and led the activation of a three-year, multi-million dollar endorsement agreement between Mr. Vick and MusclePharm, a publicly traded nutritional and dietary supplement company. This was Mr. Vick’s first major marketing deal since his release and an opportunity no one in the industry thought would ever be afforded him again. The complex agreement negotiated by Mr. Butler called for Mr. Vick to be compensated via cash in a seven-figure amount throughout the life of the contract, and to receive ownership in the company via several stock transactions. Building on the success of the MusclePharm deal, Mr. Butler went on to pitch, negotiate, draft, and direct the performance of a multi-year, multi-million dollar sports memorabilia agreement for Mr. Vick, in addition to deals with the Associated Press, Core Synergy Bands, and KBJ Games. Mr. Butler also assisted Mr. Vick in the formation and development of several successful business projects and partnerships.

Based on all the successful endorsement opportunities Mr. Butler was able to procure for Mr. Vick, Mr. Butler’s services were requested by NFL Wide-Receiver Dez Bryant. In a very short period of time, Mr. Butler was able to generate a substantial amount of revenue for Mr. Bryant by consummating deals with Cutters Gloves, Core Synergy, and KBJ Games. Mr. Butler also negotiated a lucrative agreement with a sports memorabilia company that paid Mr. Bryant thousands of dollars for all of his game-used jerseys, cleats and gloves in the 2012 and 2013 seasons. Mr. Butler’s biggest contribution to Mr. Bryant was creating an early partnership between him and Fan Duel, one of the first daily fantasy sports providers in the United States. This partnership netted Mr. Bryant a high six-figure payday in the first year of the 2014 agreement.

While he continued to provide excellent service to his NFL and corporate clients, the coming years saw Mr. Butler work very hard to mentor and provide opportunities in athletics for the next generation. SDI increased its efforts to offer quality youth camps, combines and competitive environments for aspiring athletes. These endeavors are a great source of pride for the CMV Sports family as we continue to live up to the stated goal of not necessarily being the largest, but to stand out as the most dynamic, socially relevant, and professionally operated firm in the industry.