

## **Bruce Hudson**

Bruce Hudson is president of Hudson Global Sports Management LLC.

He formerly worked for Anheuser-Busch Inc. for 27 years, and prior to retiring from the company in December 2008, was Senior Director of International Sports Marketing. In this position, Mr. Hudson's responsibilities included directing the planning, buying and implementation of the beer company's international sports sponsorships.

This included sponsorships with some of the world's largest events such as the FIFA World Cup and the Olympic Games. It also included league and team sponsorships with the FA Premier League, Manchester United, Chelsea, and the BMW/Williams Formula One Team.

Mr. Hudson was also responsible for the company's domestic sponsorships in the sport of soccer, and all activities with the U.S. Olympic Team and its member sports organization.

Mr. Hudson is a member of the Board of Directors of St. Louis Ovarian Cancer Awareness and the Advisory Board to the St. Louis University Sports Business Program. He is also a former member of the Board of Directors of U.S. Soccer and a former member of the U.S. Olympic Committee's Athletes Advisory Council. He also was the captain of the 1976 U.S. Olympic Soccer Team and the 1975 U.S. Pan American Soccer Team.

Mr. Hudson graduated from St. Louis University with a B.S. in Business Administration.