



Jaime Faulkner

President of Business Operations Chicago Blackhawks

Jaime Faulkner was named President of Business Operations for the Chicago Blackhawks on December 16, 2020. Her bold leadership, passion for analytics and customer-focused strategy has positioned her to be one of the brightest leaders in the industry. She will direct the consumer facing, revenue generating and brand aspects of the future Blackhawks vision.

Faulkner brings a unique blend of professional experience in sports and entertainment with a focus on analytics and emerging technology to the Blackhawks. In her role, she focuses on advancing the fan experience and business model while generating new revenue through her oversight of strategy and operations across corporate partnerships, ticketing and customer relations, and integrated marketing communications. A value creator for the business, Faulkner works with a mindset to drive financial performance and drive big picture projects for the Blackhawks. Along with CEO Danny Wirtz, Faulkner also represents the Blackhawks as an Alternate Governor for National Hockey League matters.

Faulkner founded the E15 Group in 2013 and served as CEO from its founding. E15 is an industry-leading consulting strategy and analytics company for Compass Group to support its operations and new business growth by creating data-driven transformative strategies to adapt to evolving consumer and market demands. E15 has practice areas that include business strategy, experience strategy, consumer insights, data science and next generation technology. E15's client portfolio includes Fortune 500 companies, professional sports teams, resorts, live events and technology and entertainment clients such as Amazon. Today, E15 serves over 200 clients in all major North American markets and the UK.

With Jaime's leadership, E15 developed consumer-centric commercial strategies designed to drive consumer engagement, revenue, and brand distinction for all clients. The results of these customized strategies include designing and launching a series of first-ever consumer initiatives: fan-friendly pricing in a stadium, fully cash-free venues, frictionless arena marketplaces, and full-building all-inclusive pricing programs. The E15 team also designed new research and guest insight methods to drive enhanced voice of the consumer findings and insights that drove several "future of" projects around sports betting, 365 day a year stadium activation and GenZ engagement. Jaime has also spearheaded the development of a network of thought leaders in technology to solve for the key challenges facing the sports industry. Bringing passion and a diverse business perspective to the table, E15 is known for working alongside its clients and partners to push best-in-class results and next generation thinking.

For her impact on the industry and development of her team, in 2015, Jaime was named one of Sports Business Journal's Women Game Changers, and she was also named to their 40 Under 40 list in 2016. In 2019, she was named one of SBJ's Sports Power Players of the year, and the following year, she was recognized by VenuesNow as an industry All-Star. She currently serves on the board of directors for both ASM Global and VenueNext.

Prior to her time with E15, Jaime was a director in KPMG's Advisory practice. During her tenure at KPMG, she led many large fraud investigations and business strategy projects, using first of its kind analytics and technology. She also consulted for many professional sports organizations, assisting them with optimizing their business with analytics or building strategies around its hospitality services and business partners. A graduate of Baylor University, Faulkner resides in Wilmette. Her husband, Colin is the Executive Vice President, Sales and Marketing, Chief Commercial Officer for the Chicago Cubs and the couple has five children: Avery, Blake, Drew, Maddie and Nolan. Their family doesn't end there, the Faulknors have served as a Billet family for several young hockey players including housing current Carolina Hurricanes defenseman Jacob Slavin from 2011-13 and former defenseman at the University of Wisconsin Jake Bunz from 2013-15.