



BRITTA BROWN

Sports Fractional Operations Executive

12 years inside NBA & Division I Athletics |
Operations | Major Events | Revenue Strategy |
Former Senior Director of Basketball Administration, Detroit Pistons

WHO I HELP

Who constantly thinks about organizational structure, department alignment, major events or projects, and the daily processes to run at a high level? Athletic Directors, GMs, team executives, and sports leaders do but rarely have the capacity to own it. That's where I come in, without the full-time hire.

HOW I WORK WITH YOU



FRACTIONAL OPERATIONS LEADERSHIP

When your organization needs senior operational leadership but isn't ready for a full-time hire. I work within your team to align people, systems, and priorities.

- Organizational structure, role clarity, and cross-departmental communication
- Staff onboarding, transitions, and offboarding
- Process documentation and SOP development
- Budget oversight and vendor negotiations
- Leadership alignment and priority-setting



PROJECT-BASED ENGAGEMENT

When you have a high-stakes event or project that needs to get done right.

- Major event strategy and execution management
- Operational assessments and gap analysis
- System and process builds from scratch
- Stakeholder and VIP experience management



LET'S TALK ABOUT WHAT YOU'RE BUILDING.

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