



**Erin Patton**  
*Founder and Principal*  
**The Mastermind Group**

**Erin Patton** is regarded as one of the nation's leading authorities on branding, consumer behavior and pop culture. As Founder and Principal of award-winning brand management consulting firm, The Mastermind Group (TMG), Erin has counseled an exclusive roster of Fortune 100 brands and global sports icons.

As a renowned planner, strategist and researcher, Erin has been hailed for "cracking the code" on the transcultural urban market with his breakthrough 7 Ciphers™ segmentation framework and quantitative study that attracted flagship sponsors MTV, Pepsi and The Brookings Institution.

Erin has been instrumental in the most notable product launches in sports industry history. During his tenure with Nike Inc., he was hand picked by Michael Jordan as the chief architect for the JORDAN brand, authoring the original business plan and engineering its successful launch in 1997. In that role, he was responsible for the brand's global strategy and managing its product, sales and marketing functions, growing the business to \$350 million in global revenues.

In 2005, Erin was tapped by Converse to lead the brand's repositioning launch and endorsement relationship with NBA All-Star Dwyane Wade, catapulting the brand to #3 in the U.S. footwear market. In 2006, he spearheaded NBA star Stephon Marbury's *Starbury* launch and \$14.98 sneaker in partnership with national retailer Steve & Barry's which revolutionized the industry and garnered launch of the year from Footwear News and Ad Age. At its peak, *Starbury* sold 50,000 units per week. He later developed the partnership between Venus Williams and Steve & Barry's for her signature EleVen brand.

Prior to founding TMG, Erin served as Senior Vice President/Group Head of Diversity Marketing in Edelman Public Relations Worldwide's Consumer Marketing practice. Under Erin's leadership, the firm implemented a plethora of high-profile consumer campaigns for the firm's client roster including Microsoft X-Box, Acuvue, Pfizer, UPS, AT&T, and Wrigley's Doublemint partnership with The Williams Sisters.

Continued on next page

**MONDAY, August 9, 3:00 p.m.**  
**Entertainment & Culture Track – Concurrent Session 2B**  
*Latino Hip-Hop – INTERMEDIATE*



He has been recognized with awards from distinguished organizations including the Edison Award from the American Marketing Association, United Nations Honorable Mention, International Public Relations Association (IPRA), International Association of Business Communicators (IABC), *The Network Journal's* "Forty Under Forty Award" and the Innovator Award from the Advertising Research Foundation (ARF).

Gifted as a dynamic public speaker with extraordinary communications skills, Erin is highly sought out as a speaker for conferences, symposiums, universities and corporations. He has appeared as an expert on ESPN, CNN, VH1, and Fox News and been quoted in *USA Today*, *Time*, *Newsweek*, *Business Week*, *Wall St. Journal* and *Fortune*. He also serves as an Adjunct Lecturer in the Southern Methodist University (SMU) Cox School of Business Department of Marketing and Annette Caldwell Simmons School of Education and Human Development Applied Physiology and Sport Management program. In 2009, he released his first book, *"Under The Influence: Tracing the Hip-Hop Generation's Impact on Brands, Sports & Pop Culture."*

As a product of a single-parent household, raised in Pittsburgh's inner-city, Erin is active in supporting youth causes and demonstrates his civic leadership by devoting time, talent and treasure to leading, non-profit organizations and serves on the boards of Positive Coaching Alliance (PCA), which uses sports to build character, the Texas Leadership Forum, Hispanic Youth Symposium and SMU Athletic Forum.

Erin is a graduate of Northwestern University in Evanston, Ill. He later earned his MBA from the SMU Cox School of Business in Dallas. He resides in Dallas, Texas with his wife and two young sons.