

For Immediate Release

April 16, 2015

SENIOR MARKETING EXECUTIVE SPEAKS WITH RTIP STUDENTS



Tucson, AZ — Sean Frisby, a former race track marketing executive (Arlington, Los Alamitos), took some time out of his busy schedule to talk with students in the Joe Hirsch Speaker Series class on Wednesday afternoon about Next Generation Consumer Insights and his experience in the racing industry.

Frisby talked about his observations and his ideas on how to market the sport of racing using big data to reach existing customers and grow a new generation of racing fans. Frisby also spoke about the importance of knowing who your consumer is and how they communicate through social media which affects product development advertising and promotion.

Mr. Frisby closed his lecture with advice on life after college. Frisby discussed the importance of networking and urged students to pursue all opportunities with passion.

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

The University of Arizona Race Track Industry Program offers both a Bachelors and Master's degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Global Symposium on Racing & Gaming held every December in Tucson, Arizona.

CONTACT: Doug Reed
520 621-5660
dreed@ag.arizona.edu

