

Ex-Preds exec will lead StratBridge in team consulting

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Data analysis software developer StratBridge Inc. is moving into the team services consulting business, hiring former Nashville Predators executive Scott Wampold to head a new division for the company.

It's the latest expansion for the Boston company, which entered the professional sports scene in 2005 by developing StratTix, which provides highly detailed data analysis of ticket sales. StratBridge also licenses StratEdge software, which provides sophisticated player analysis data to teams as they consider trades, drafts and contract extensions.

"We have recognized that we can help teams with our services, and the consulting division is a great complement to our products," said StratBridge founder Matt Marolda.

StratBridge hired Wampold as vice president of its client services division last month. He had been vice president of ticket sales for the Predators, and prior to that spent 10 years working for the Florida Panthers.



Wampold

The Predators were the first NHL team to use StratBridge products, beginning in 2006.

"We want to make sure the data analysis delivers what teams are looking for and we will help teams best utilize future ticket sales, retention and pricing," Wampold said. "There has always been a need for advanced data analysis."

StratBridge has 125 sports teams as clients for its StratTix and StratEdge products, which cost \$10,000 to \$100,000 annually.

The company has league deals with the NBA and the NHL and also works with Arena Football League teams and minor league franchises.

The StratTix software gives teams an instant, Web-based aerial view that shows the sales status of every seat in an arena and the sales channel through which fans bought their tickets. The system can also show which night of the week works best for which promotion and what percentage of ticket buyers for a game live in specific areas.

The StratEdge product lets teams crunch up to 120 individual player statistics to determine that player's "efficiency value," a complex measure of a player's performance that is used to help teams make personnel decisions.

"We have made a splash with our products, but at the end of the day, we need people to help teams with the technology," Marolda said. "We have week-to-week packages to help teams until they get ingrained with the products, we will have a retainer business, and we will have a one-off basis for teams that may have a project or an issue using our technology."