

## **BOB AYLWARD**

### **Executive Vice President, Business Operations**

A veteran of 30 years in Major League Baseball, Bob Aylward joined the Mariners in June of 1997 as Vice President of Business and Sales. He was promoted to Executive Vice President in December of 1999. Aylward is responsible for the Mariners revenue producing efforts, including corporate sponsorships, ticket sales, signage and advertising sales, as well as having oversight of the Mariners communications department.

Before the Mariners, Aylward served as business affairs consultant with the Tampa Bay Devil Rays for two years, planning and developing the team's marketing, sales and broadcasting. Concurrently, he was also President of Entertainment, Sports and Facilities Associates, Inc., which specialized in services to sports teams, broadcasting entities and new facility design.

Prior to Tampa Bay, he spent 17 years with the Baltimore Orioles, including the last ten as vice president of business affairs. Aylward oversaw the Orioles' marketing, sales and broadcasting efforts and was deeply involved with the architects in the design and construction of Oriole Park at Camden Yards. He began his career with the Orioles in 1976 as an intern in the ticket office.

A native of Pace, MS, Aylward is a graduate of Vanderbilt University and also attended Ohio University's graduate program for sports administration. Aylward resides in Mercer Island, WA, with his wife, Elizabeth. They have two daughters, Laura and Caitlin.