

S & F Athletes

Clifford B. Ruffin's Bio

Joining the S & F Athletes team as of June 2015, Cliff has global experience. As a recent transplant from the Midwest to the DFW area Cliff is looking forward to expanding his knowledge of the great *southwest region*. He has served as President of McCormick Chamber of Commerce, Director of Expositions at National Association of College Stores, Director of Sales Hannover Fairs USA, Global Sales Director International Engineering Consortium and Tradeshow Exhibits Manager at American Library Association.

Highly experienced 15 plus year executive management; including a strong revenue generation track record designing and implementing strategic sales and sponsorship plans with seamlessly integrated communications, global business development, and project management. With professional acumen, to sustain new market initiatives, maintain C-Level relationships to identify and improve short- and long-term development goals.