



## September 5, 2019 WBIA Luncheon

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***Ben Hales, Senior VP/COO  
New Orleans Saints & Pelicans***

### **WBIA Luncheon – September 5, 2019**

11:30 AM – Noon – Networking  
Noon – 1:00 PM – Lunch & Program  
Boomtown, 2<sup>nd</sup> Floor  
4132 Peters Road, Harvey, LA 70058

Reserved Table of 6, \$195  
\$30/member with Advance purchase  
[Purchase tickets here](#)

*Ben Hales was named Senior Vice President and Chief Operating Officer for the New Orleans Saints and New Orleans Pelicans in August, 2017 and oversees business operations, marketing and community initiatives for both teams. Hales, who enters his 19th season with the Saints and seventh with the Pelicans, previously spent seven seasons as the Saints' Vice President of Marketing and Business Development and five seasons as Senior Vice President of Marketing and Business Development.*

*On a daily basis, Hales directs the Saints' marketing and creative efforts, as well as community initiatives and game and event presentation. He's also intricately involved in both clubs' critical planning of short-term and long-range marketing and operations efforts.*

*Hales' duties also entail stadium operations at the Mercedes-Benz Superdome, broadcasting partnerships, promotions, advertising, special events and youth programs.*

**/Saints website**