

Kelly Cheeseman serves as Chief Operating Officer (COO) of the Kings, and he represents the Kings as an Alternate Governor. In addition to the Kings, Cheeseman also serves as COO for AEG Sports, which oversees multiple sports teams and events. Currently in his 19th year with the organization, Cheeseman's day-to-day role as COO for the Kings includes overseeing the Kings various business departments with the goal of maximizing club revenues and growing the team's charitable endeavors. As part of the senior executive leadership team within the Kings, Cheeseman has played a key role in achieving record organizational success and setting a number of franchise records in Ticket Sales, Sponsorship and On-line Digital Metrics.

Prior to his role as COO, Cheeseman served as Senior Vice President of Ticket Sales and Service for the Kings and AEG Sports. Under his leadership since 2008, the Kings Season Ticket base has grown by more than 80 percent and achieved record renewal rates. A graduate of Northwood University in West Palm Beach, FL, Kelly earned a Bachelor of Arts degree in Marketing Management in 2000.

A board member for the Kings Care and LA Galaxy Foundations, Cheeseman has overseen million-dollar pledges to Children's Hospital Los Angeles and Camp Ronald McDonald. In 2015, Kings Care partnered with Discovery Cube Los Angeles to introduce a permanent and educational Science of Hockey exhibit, a highly interactive and science-based \$2.5-million, 3,000-plus square foot wing of the museum based in the Hansen Dam Recreational Area. He has served as a member of the NHL Ticket Advisory Board and as a guest speaker on numerous NHL and industry panels in recent years, speaking on Customer Retention, Database, New Business and Dynamic Pricing, and in 2015 he was named to the Dodgers tech sector's mentor board.