



As a 30+ year veteran of the sports marketing and packaged goods industries, **J.B. Bernstein** is widely respected for his creative problem solving and record-setting results.

Bernstein's original perspective comes from having a 360-degree work experience in the world of business. From advertising and brand management to professional sports leagues, sports agency management and merchandise licensee successes, there is virtually no chair this CEO/entrepreneur has not been in.

His work history includes positions with Grey Advertising, working solely on the Procter & Gamble business, and as part of the founding management teams for both Upper Deck and Major League Soccer before starting his own sports agency. As founder and president of Access Group of Miami, he has represented some of the greatest athletes of all time, including Barry Bonds, Barry Sanders and Emmitt Smith.

Bernstein was responsible for creating groundbreaking programs such as Smith's Run with History, which is now the standard deal in NFL milestone marketing. He also orchestrated Bonds' departure from the MLB Players Association group licensing program, which made Barry the first baseball player ever to successfully operate outside of their auspices.

Most notably, Bernstein created the "Million Dollar Arm" contest in India. This global phenomenon yielded the first two Indian men to ever sign pro sports contracts in the U.S.

His incredible story eventually became a Walt Disney major motion pict...

**J.B. Bernstein**

### Speech Topics

- ☐ Sports
- ☐ Overcoming Adversity
- ☐ Motivational Keynote
- ☐ Motivation
- ☐ Management
- ☐ Leadership