



# MOLLY MAZZOLINI

## PARTNER + EXECUTIVE DIRECTOR OF VENUES

With over 24 years of experience across many aspects of the sports industry, Molly has developed a distinct ability to unite clients and partners into one vision.

Using the Creative Council™ process – a methodology that emerged from her four years preparing for the 2002 Olympic Winter Games – Molly becomes the connective tissue between the clients, their partners and the venue. Her instrumental role, leading the Creative Council™, brings all the project stakeholders together, ensures that everyone's needs are heard and respected, and facilitates an outcome that is genuinely the best for all involved.

Named one of Sports Business Journal's Game Changers, this creative professional and entrepreneur is a consummate networker and her broad list of contacts coupled with her wide base of experience allows her to anticipate client needs and connect them to the right solution. Molly makes the process of working with Infinite Scale as simple and elegant as the design solutions themselves.

Mazzolini has the rare privilege of working at both a summer, 1996 Atlanta, and winter, 2002 Olympic and Paralympic, games. And she passionately supports the efforts to bring back the Games to Utah via her roles on the 2030 Exploratory Committee and the Utah Olympic Legacy Foundation Board.

Molly is the Partner-In-Charge of all Venue Projects leading Corporate Partnership Integration. She oversees Business Development, Client Services, Marketing Strategies as well as Public and Media Relations. She also champions Infinite Scale's eco-initiative – Rescale – which transforms event materials into lifestyle products for its next generation of use outside of the landfill.

### EDUCATION

#### LOYOLA UNIVERSITY NEW ORLEANS

Bachelor of Arts, Strategic Communications, 1996

#### WESTMINSTER COLLEGE

Masters of Professional Communications, 2017

### PROFESSIONAL ORGANIZATIONS

#### WISE UTAH

Women in Sports + Events, since 2017  
Chapter Co-Founder + Advisory Board Member

#### UTAH OLYMPIC LEGACY FOUNDATION

Board Member since 2018, Secretary 2020

#### OLYMPIC EXPLORATORY COMMITTEE

Salt Lake City 2030

### COMMUNITY INVOLVEMENT

#### GOLDMAN SACHS SCHOLAR

10,000 Small Business Program 2021

#### SALT LAKE CHAMBER

BOD 2011–2018, BOG since 2019

#### DOWNTOWN ALLIANCE

Board Chair 2017–18, BOG 2009–2019

#### SALT LAKE DESIGN WEEK

Co-Founder 2011

### AWARDS + ACCOMPLISHMENTS

#### PROFESSIONAL EXPERIENCE

24 years

#### PROFESSIONAL AWARDS

Salt Lake Chamber ATHENA Award, 2020  
Vasilios Priskos Chairman's Award, 2019  
Sport Business Journal Game Changer, 2016  
Chamber Champion, 2016  
Utah Business 30 Women to Watch, 2012  
Chamber Pathfinder, 2012  
Utah Business 40 Under 40, 2010

### SPEAKING ENGAGEMENTS

#### GUEST LECTURER

For professional organizations including AIGA, PRSSA and AIA. Ongoing university speaker including Ohio University + Washington University Olin Sports Business. Conference speaking engagements at Sports Business Journal Facilities + Franchises and Stadium Managers Association.

DESIGN FOR SPORT™

## PROJECT HIGHLIGHTS

### BRAND

- ▶ Little Caesars Arena, Detroit Red Wings
- ▶ Levi's® Stadium, San Francisco 49ers
- ▶ Vivint Smart Home Arena, Utah Jazz
- ▶ Maverik Stadium, Utah State University
- ▶ Johnson Controls Pro Football Hall of Fame

### VENUES - NEW CONSTRUCTION

- ▶ Allegiant Stadium, Raiders
- ▶ Chase Center, Golden State Warriors
- ▶ Little Caesars Arena, Detroit Red Wings
- ▶ U.S. Bank Stadium, Minnesota Vikings
- ▶ Levi's® Stadium, San Francisco 49ers
- ▶ Daytona International Speedway, International Speedway Corporation
- ▶ Jon M. and Karen Huntsman Basketball Facility, University of Utah
- ▶ Marlins Park, Miami Marlins
- ▶ Target Field, Minnesota Twins

### VENUES - RENOVATION

- ▶ Mercedes-Benz Superdome, New Orleans Saints
- ▶ Rocket Mortgage FieldHouse, Cleveland Cavaliers
- ▶ State Farm Arena, Atlanta Hawks
- ▶ Sun Devil Stadium, Arizona State University
- ▶ Kyle Field + Hall of Champions, Texas A&M University
- ▶ State Farm Center, University of Illinois, Urbana-Champaign
- ▶ Sports Authority Field at Mile High Stadium, Denver Broncos
- ▶ Ralph Wilson Stadium, Buffalo Bills
- ▶ Smoothie King Center, New Orleans Pelicans
- ▶ Integris Health Thunder Development Center, Oklahoma City Thunder
- ▶ The Courts at Mayo Clinic Square, Minnesota Timberwolves + Lynx
- ▶ Spence and Cleone Eccles Football Center, University of Utah
- ▶ McCormick Place Event Center, DePaul University
- ▶ Zions Bank Basketball Center, Utah Jazz





# CAMERON SMITH

## PARTNER + EXECUTIVE CREATIVE DIRECTOR

Cameron Smith is the design innovation leader at Infinite Scale. He is a democratic leader who works collectively to create solutions that build from the strengths of his team.

Cameron creates comprehensive, dimensional solutions for everything from complicated large-scale sports projects to high impact brand building. Cameron's extensive technical knowledge allows him to present "out there" ideas that may look impossible, however, his mix of boundless energy and ability to push our project partners along past their own edges results in unexpected solutions that extend beyond the norm of sport design. His ability to translate abstract design concepts into understandable terms allows him to bring clients along in the creative process as partners. His ability to organize the many visual layers and touchpoints of a project into a cohesive story results in designs that engage fans and enhance their entire experience.

Cameron has over 22 years in the sports industry, working on projects such as the Olympic Winter Games of 2002, College Football Playoffs, the Super Bowl, the World Cup of Hockey, COPA America, brand identity for Little Caesar's Arena and the outdoor series for the NHL.

Cameron is the Partner-in-Charge of Creative Strategies on Venue + Event Projects, as well as the Studio's brand identity.

### EDUCATION

#### UNIVERSITY OF NORTH TEXAS

Bachelor of Fine Arts / Graphic Design, 1990

### PROFESSIONAL ORGANIZATIONS

#### SEGD

Society of Experiential Graphic Design  
Professional Member since 2002  
Global Design Awards Juror 2019

#### AIGA

Professional Society for Design  
Professional Member since 2002

### COMMUNITY INVOLVEMENT

#### CENTRAL 9TH COUNCIL

Central 9th Community Council, since 2020

#### UNIVERSITY OF UTAH PROFESSOR

Adjunct Professor at the University of Utah  
teaching Environmental Graphic Design 101

### AWARDS + ACCOMPLISHMENTS

#### PROFESSIONAL EXPERIENCE

31 years

#### AIGA UTAH 100 AWARDS

BYU Legacy Hall  
Olympic Cauldron Park

#### UTAH ARTS COUNCIL AWARDS

2011 NHL All-Star Game  
2011 Sundance Film Festival  
BYU Legacy Hall  
2002 Olympic Winter Games

#### SCOTTSDALE MUSEUM OF ART/ ARTS + ARCHITECTURE EXHIBIT

Salt Lake 2002 Olympic Winter Games  
Look of the Games

### SPEAKING ENGAGEMENTS

#### GUEST LECTURER

Guest Lecturer for various professional organizations including AIGA, SEGD, IDSA, YAF and AIA.

## PROJECT HIGHLIGHTS

### BRAND

- ▶ Little Caesars Arena, Detroit Red Wings
- ▶ Levi's® Stadium, San Francisco 49ers
- ▶ Vivint Smart Home Arena, Utah Jazz
- ▶ Mercedes-Benz Superdome, New Orleans Saints
- ▶ Maverik Stadium, Utah State University
- ▶ Ski Utah, 2010

### VENUES

- ▶ Chase Center, Golden State Warriors
- ▶ Levi's® Stadium, San Francisco 49ers
- ▶ U.S. Bank Stadium, Minnesota Vikings
- ▶ Spence and Cleone Eccles Football Center, University of Utah
- ▶ McCormick Place Event Center, DePaul University
- ▶ MetLife Stadium, New York Giants + New York Jets
- ▶ Mercedes-Benz Superdome, New Orleans, Louisiana
- ▶ Kyle Field + Hall of Champions, Texas A&M University

### EVENTS

- ▶ College Football Playoff National Championship, Superdome, 2020
- ▶ NHL All-Star Weekend, 2011-2020
- ▶ NHL Stadium Series, 2014-2020
- ▶ College Football Playoff National Championship, Levi's Stadium, 2019
- ▶ NHL All-Star Weekend, Staples Center, 2017
- ▶ NHL Centennial Classic, BMO Field, 2017
- ▶ College Football Playoff National Championship, Raymond James Stadium, 2017
- ▶ World Cup of Hockey, Air Canada Centre, 2016
- ▶ NHL Heritage Classic, Investors Group Field, 2016
- ▶ Copa America Centenario, Multiple Venues, 2016
- ▶ College Football Playoff Championship, University of Phoenix Stadium, 2016
- ▶ NHL Stadium Series, Coors Field, 2016
- ▶ NHL All-Star Game, Bridgestone Arena, 2016
- ▶ College Football Playoff Championship, AT&T Stadium, 2015
- ▶ NHL All-Star Game, Nationwide Arena, 2015
- ▶ UFC International Fight Week, Ultimate Fighting Championship, 2015-2016
- ▶ Super Bowl XXXIX-XLII, Various Venues, 2005-2009
- ▶ 2002 Olympic Winter Games, 2002





# AMY LUKAS

## PARTNER + EXECUTIVE DIRECTOR OF EVENTS

Along with an acute and experienced eye for design, Amy Lukas is the organizational leader at Infinite Scale. Amy has extensive background in making large and complicated events come to life. Her wide-ranging experience in sport design began with the Salt Lake 2002 Olympic Winter Games and now includes work on everything from NHL All-Star Games and Stadium Series, to the College Football Playoffs National Championship and COPA America. Amy's long-term involvement with professional design organizations, SEGD and AIGA, keeps her knowledge of the industry trends sharp and brings a layer of creative thought leadership to her sport-focused projects.

Her passion for sport is both personal and professional. As an athlete herself, as a five-time Boston Marathon finisher, Amy understands the multi-layers of inspiring athletes to perform at their highest level and what it takes to create an engaging fan experience.

Amy is the Partner-in-Charge all Event Projects, as well as People + Culture, Leadership Development, Talent Management, Human Resources, Operations and Finance.

### EDUCATION

#### UNIVERSITY OF CINCINNATI COLLEGE OF DESIGN

Design, Architecture, Art + Planning (DAAP)  
Bachelor of Science in Graphic Design, 1995

### PROFESSIONAL ORGANIZATIONS

#### SEGD

Society of Experiential Graphic Design  
Board Advisory Council – Founder 2016  
President + Vice President, 2010-2013  
Executive Committee Member, 2008-2015  
Board of Directors, 2007-2016  
Professional Member, since 1995

#### AIGA

Professional Society for Design  
Professional Member, since 1995  
Board of Directors for the LA Chapter, 1995

#### WISE UTAH

Professional Member  
WISE Mentor - Speed Mentoring Roundtable

### COMMUNITY INVOLVEMENT

#### GIRL SCOUTS OF UTAH

Board of Directors, Executive Committee, 2020  
Board Development Committee, Chair, since 2015  
Girl Scouts of Utah "Stand Beside Her" Mentor

#### MS SOCIETY

Dinner of Champions Fundraising Committee  
Women on the Move Event Planning  
Bike MS Team Captain – Team Infinite Scale

### AWARDS + ACCOMPLISHMENTS

#### PROFESSIONAL EXPERIENCE

26 years

#### PROFESSIONAL AWARDS

SEGD Distinguished Member, 2018  
Utah Business 30 Women to Watch, 2017  
Utah Business Fittest Executive, 2012  
Utah Business 40 Under 40, 2010

### SPEAKING ENGAGEMENTS

#### TEDX SALT LAKE CITY SPEAKER

Guest Lecturer for various professional organizations including AIGA, SEGD, IDSA, YAF and AIA

## PROJECT HIGHLIGHTS

### EVENTS

- ▶ College Football Playoff National Championship, Superdome, 2020
- ▶ NHL All-Star Weekend, 2011-2020
- ▶ NHL Stadium Series, 2014-2020
- ▶ PAC-12 Championship Football Game, Multiple Venues, 2011-2019
- ▶ College Football Playoff National Championship, Levi's Stadium, 2019
- ▶ NHL All-Star Weekend, Staples Center, 2017
- ▶ NHL Centennial Classic, BMO Field, 2017
- ▶ College Football National Championship, Raymond James Stadium, 2017
- ▶ World Cup of Hockey, Air Canada Centre, 2016
- ▶ NHL Heritage Classic, Investors Group Field, 2016
- ▶ Copa America Centenario, Multiple Venues, 2016
- ▶ College Football Playoff Championship, University of Phoenix Stadium, 2016
- ▶ NHL Stadium Series, Coors Field, 2016
- ▶ NHL All-Star Game, Bridgestone Arena, 2016
- ▶ Capital One Orange Bowl, Sun Life Stadium, 2014-2016
- ▶ College Football Playoff Championship, AT&T Stadium, 2015
- ▶ NHL All-Star Game, Nationwide Arena, 2015
- ▶ UFC International Fight Week, Ultimate Fighting Championship, 2015-2016
- ▶ NHL Stadium Series, Levi's® Stadium, 2015
- ▶ NHL Heritage Classic, BC Place, 2014
- ▶ NHL Stadium Series, Dodger Stadium, 2014
- ▶ Discover Orange Bowl, Sun Life Stadium, 2011-2013
- ▶ NHL All-Star Game, Canadian Tire Centre, 2012
- ▶ NHL All-Star Game, PNC Arena, 2011
- ▶ NBA All-Star Game, AT&T Stadium, 2010
- ▶ FedEx Orange Bowl + BCS National Championship, Sun Life Stadium, 2009-2010
- ▶ Bills Toronto Series, Rogers Centre, 2008
- ▶ Super Bowl XXXIX-XLII, Various Venues, 2005-2009
- ▶ 2002 Olympic Winter Games, 2002

### VENUES

- ▶ Philips Arena, Atlanta Hawks
- ▶ Kyle Field + Hall of Champions, Texas A&M University
- ▶ State Farm Center, University of Illinois, Urbana-Champaign
- ▶ Billie Jean King National Tennis Center, United States Tennis Association
- ▶ The Courts at Mayo Clinic Square, Minnesota Timberwolves + Lynx
- ▶ MetLife Stadium, New York Giants + New York Jets

