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Catherine Cronin Named Division President to Lead Rank + Rally's Growth

Cronin's appointment builds on Rank + Rally's recent momentum, including league-first retail programs and new sports franchise partnerships

CHICAGO, November 6, 2017 – Sports and entertainment hospitality leader [Levy](#) has appointed a new head for its retail company, [Rank + Rally](#). Catherine Cronin joins Rank + Rally in Chicago as Division President and will direct the company's strategic vision, growth and day-to-day operations for its portfolio of franchise and brand partners.

It's the latest milestone in Rank + Rally's rapid growth since officially launching in March 2017. The company most recently kicked-off a partnership with the [Portland Trail Blazers](#) to develop new branded retail environments inside Moda Center. Rank + Rally also launched pro basketball's first local design collective, BROOKLYN COOL™, with the [Brooklyn Nets](#), and helped the NHL's [Vegas Golden Knights](#) develop a brand and retail store presence from the ground-up.

"Catherine's incomparable background with high impact brands in the sports retail landscape is sure to shape the future growth of Rank + Rally," said Andy Lansing, President and CEO of Levy. "Her vision for sports and entertainment retail and fan fashion, coupled with Rank + Rally's huge momentum, has the opportunity to redefine the industry as we know it."

Cronin has more than 20 years of experience leading sales and marketing efforts for major sporting goods brands and consumer products. This includes more than 15 years with TaylorMade-adidas Golf, where she was instrumental in overseeing business development and growth in both the U.S. and European markets, and three years with Nike Golf.

"Rank + Rally is at the forefront of the movement to create customized retail experiences reflecting teams' unique brands and authentic fan style," said Catherine Cronin, Division President of Rank + Rally. "I look forward to building upon that vision, extending to new fan bases and influencing the way fans experience the cross-section of fashion and sports, as we continue to shape Rank + Rally's innovative model."

Rank + Rally currently partners with 14 major franchises and venues across the NBA, NFL, NHL, MLB, MLS and for concerts. Current partners include the Arizona Diamondbacks, Arlington International Racecourse, Brooklyn Nets, Chicago Blackhawks, Chicago Bulls, Chicago Cubs, Columbus Crew, Detroit Lions, Golden State Warriors, Portland Trail Blazers, St. Louis Blues, T-Mobile Arena, United Center and Vegas Golden Knights.

ABOUT RANK + RALLY

We take loyalty from game time to all-the-time™.

Rank + Rally is the wholly-owned subsidiary of Levy, the premium sports and entertainment hospitality disruptor. The company launched in 2017 and handles every facet of retail operations for major professional teams, venue partners, and attractions, including product design and development, pricing and promotion planning, and store operations. Rank + Rally's partner roster includes franchises and venues across major sports and entertainment. For more information, visit us at www.rankandrally.com and follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

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