

## Phil Rawlins

*Orlando City Soccer Club  
Representing Seminole County*



Rawlins possesses more than 20 years of expertise in the high technology industry and over 12 years of expertise in professional sports management.

A native of the UK, he began his career in Europe with Hewlett-Packard (HP), working first in sales, before joining the UK sales development team.

Leveraging a keen entrepreneurial spirit and deep insight into sales & marketing processes, Rawlins left HP in 1989 to found The Sales Consultancy (TSC). TSC specialized in sales and marketing training and consulting. TSC quickly grew to have operations in throughout Central Europe. Under Rawlins leadership the company grew at an annual rate of over 50%. In 1994 Rawlins expanded the company's geographical reach even further by relocating its headquarters to the USA.

At TSC, Rawlins oversaw sales but also authored a number of new sales and marketing processes designed specifically for their technology industry clients. These processes are still utilized today by many of the world's leading high-technology companies.

Five years after setting up the US operations Rawlins oversaw the merger of TSC with Target Marketing Systems, of Atlanta, Georgia. At the resulting company, OnTarget, Rawlins was co-CEO and had functional responsibility for all product development, including software tools. In 1999 OnTarget was acquired by Siebel Systems Inc.

Rawlins left Siebel in 2001 to concentrate on his other business interests, in particular, his passion for soccer and his Directorship position at Stoke City F.C. He currently sits on the following Boards and has ownership interests in the following companies:

### Director and/or Owner:

- o Professional soccer team based in Orlando, FL.
- o English Premier League
- o Texas based social venture capital company
- o UK based training & development company
- o Real estate development company
- o Britgolf - a golf retail store in Lakeway, TX

Until 2004 Rawlins also sat on the Council of his home town University; Keele University in Staffordshire, England.



# ***CENTRAL FLORIDA SPORTS COMMISSION***

## **BOARD OF DIRECTORS**

Rawlins is part-Owner and President of Orlando City Soccer Club, a position that occupies the majority of his working time. He also sits on the Board of Governors of USL-PRO soccer league and the Board of the Central Florida Sports Commission.

He and his wife Kay have four children and two dogs and live in Winter Park, Florida.

