



**Casey Sparks**  
**Assistant General Manager, BOK Center**

With 14 years of experience in our industry, Casey Sparks began her career in Columbia, SC at the Colonial Life Arena after graduating with a degree in Sport and Entertainment Management. Since then, she was recruited to AT&T Center, Texas home of the NBA San Antonio Spurs before moving to Tulsa, Oklahoma. At this location, she was the Regional Director of Sales and Marketing for 17 facilities, including BOK Center. During her tenure, she led the new arena to a national and international ranked facility for ticket sales. Along the way, she was nominated for Venues Today Top Arena Marketer two years in a row and served as a board member for the Event & Arena Marketing Conference.

Sparks continued her career in Charlottesville, Virginia working for Red Light Management, the largest independent management company in the world, whose roster includes Dave Matthews Band, Phish, Pretty Lights and many more. There, she was responsible for promoting over 150 events each year at multiple facilities, as well as, leading the national marketing efforts for Third Day, a Grammy award winning Christian rock band.

She was soon asked to return to SMG as the Assistant General Manager for Pensacola Bay Center and just recently went back to Tulsa's BOK Center as Assistant General Manager where she helps to lead a team of over 90 full-time employees.