



KEN VALDISERRI



SPORTS BUSINESS EXECUTIVE | SPEAKER
LEADERSHIP, RECOVERY & SPORTS GAMBLING AWARENESS

Combining championship sports leadership and lived recovery experience to help students, athletes, and organizations recognize sports gambling risk, make wiser decisions, and lead with integrity.

Championship sports taught me how to win. Gambling addiction taught me how quickly success can unravel. Recovery taught me how to rebuild. My presentations combine more than four decades inside professional sports with lived recovery experience, giving audiences practical lessons on leadership, integrity, decision-making, accountability, and second chances.



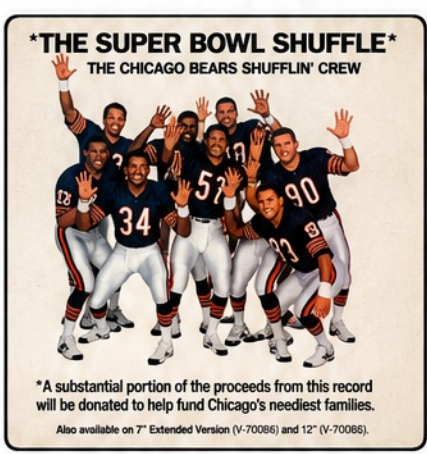
Walter Payton on the phone with President Ronald Reagan



Super Bowl XX Champion Chicago Bears Ring

CAREER HIGHLIGHTS

- ✓ Public Relations Director for the **1985 Super Bowl Champion Chicago Bears** before becoming the team's first senior-level Marketing & Broadcasting executive.
- ✓ Built the Bears' in-house sponsorship and marketing division, increasing annual revenue from **\$0 to \$1.8 million** during its inaugural year.
- ✓ Assisted in producing the **Super Bowl Shuffle**, still the highest-selling team music video in NFL history with more than **500,000 copies sold**.
- ✓ Built TVU Networks' sports division, generating more than **\$1.6 million** in new business across professional sports, collegiate athletics and national broadcasters.
- ✓ Recipient of ESPN's **2005-06 Disney Excellence Award**.



The Super Bowl Shuffle — 500,000+ copies sold



Announcing the first round draft pick of William "The Refrigerator" Perry – April 27, 1985

“ CHAMPIONSHIPS CREATE MEMORIES. CHARACTER CREATES LEGACIES. ”

SIGNATURE PRESENTATIONS



SPORTS GAMBLING AWARENESS
Recognizing warning signs, understanding consequences, and choosing help before gambling becomes a crisis.



LEADERSHIP UNDER PRESSURE
Lessons from championship sports on accountability, communication, resilience, decision-making, and leading when every decision matters.



RECOVERY & SECOND CHANCES
Personal responsibility, rebuilding trust, redefining success, and finding purpose after adversity.

FROM SUPER BOWL XX TO PERSONAL RECOVERY — REAL STORIES. PRACTICAL LESSONS. LASTING IMPACT.

IDEAL AUDIENCES



Universities



Student-Athletes



Athletic Departments



Coaches



High Schools



Business Leaders



Nonprofits



Recovery Organizations

BRING THIS CONVERSATION TO YOUR ORGANIZATION

Available for keynotes, student and athlete programs, workshops, mentoring, coaching, panels, and media interviews.



ken@kenvaldiserri.com



linkedin.com/in/kenvaldiserri



kenvaldiserri.com



SCAN TO CONNECT