



THE SPORTS INTERN

INDUSTRY INSIDER

JAMES BOATENG

ACCOUNT EXECUTIVE, MEMBERSHIP SERVICES
D.C. UNITED



James Boateng is currently an Account Executive, Membership Services at D.C. United – a role in which he thrives on the relationship-building aspect of the job. For him, it's all about connecting with Season Ticket Members (STMs) and their families, understanding their needs, solving problems, and delivering great experiences that keep them happy and loyal to the club.

One of the biggest challenges of the role is managing the sheer volume of work – more than 700 member accounts – and responding to the many questions that come with them. Another hurdle is navigating how team performance, something outside his control, can influence STM satisfaction and renewal decisions. James began his sports industry journey at the Cal State Long Beach Sport Management Master's program. Early in his career, he gained experience through internships and entry-level roles across Community Relations, Marketing, and Broadcast Production. He also spent time in banking and finance before fully committing to the sports industry.

He credits much of his success to one piece of advice that has shaped his approach: building, maintaining, and nurturing professional relationships is invaluable. In this industry, your network is foundational. Ultimately, James aspires to become a C-Suite executive for a major league sports franchise.

PRIOR TO D.C. UNITED:



2021- Jumpman
2023 Brand Ambassador



2022- LA Galaxy
2023 Inside Sales Representative



2022 On Location
Production Assistant, Super Bowl LVI



2021- Los Angeles Rams
2022 Ambassador



2021- LA Clippers
2022 Game Night Staff - Marketing



JAMES' ADVICE

- **Make connecting a constant priority.** A broad and deep network is the most effective tool you have for discovering and securing opportunities.
- **Don't be afraid to reach out and ask for advice or guidance.** You'll be surprised how willing people are to help you if you just take the initiative to ask.
- **Don't limit your experience.** Actively pursue roles across functions like sales, marketing, and operations. This is the clearest way to identify your true strengths and career passions.