



# THE SPORTS INTERN

## INDUSTRY INSIDER

### BRENDAN TRAN

SENIOR ACCOUNT EXECUTIVE  
LOS ANGELES SPARKS



Brendan Tran is a **Senior Account Executive** at the **LA Sparks**, focusing on ticket sales and client relationships. In this role, a typical day consists of reaching out to potential and existing clients to discuss season ticket options, group packages, and premium experiences. He spends time answering questions, checking inventory, and tailoring solutions to fit each client's needs. In addition, he works on building long-term relationships by providing excellent service and ensuring fans have the best possible experience with his team.

Brendan's path into sports began at **California State University, Fullerton**, where he studied Psychology and Marketing. His first internship was with the **Ontario Clippers** as a Sales Associate Intern. From there, Brendan steadily built his experience across several major sports organizations. He worked in game entertainment with the **South Bay Lakers**, supported premium clients at the **Los Angeles Dodgers**, assisted corporate partnerships on game nights with the **LA Clippers**, and served in member services on game days for the **Los Angeles Chargers**. Each role helped him better understand the fan journey from multiple angles: sales, service, and in-game experience.

Like many people in the sports industry, Brendan's original dream was to become a professional athlete, an NBA player. Today, his goals have evolved toward leadership, with aspirations of eventually stepping into a Director-level role in Ticketing or Group Sales. The advice that has stuck with him most is to treat every day like it's an interview. It's a mindset that continues to guide how he shows up and grows his career in sports.

#### ➤ FAVORITE PART OF THE JOB:

Creating unforgettable group experiences that bring fans closer to the team and events they love. Whether it's organizing special seating, exclusive perks, or unique group experiences, making the game more than just a sporting event turns a simple outing into a lasting memory for everyone involved.

#### ➤ CHALLENGE OF THE JOB:

Balancing the unique needs of different groups while ensuring a seamless experience for everyone. Every group has its own expectations, budgets, and timelines, so it takes a lot of coordination and problem-solving to make sure everything comes together perfectly.



#### BRENDAN'S ADVICE

- **Work hard and stay true to yourself.** It can be difficult but if it was easy, everyone would be doing it, all you need is one opportunity.
- **Be adaptable and willing to start small.** Entry-level roles in sports often require wearing multiple hats. Show flexibility and a willingness to learn different aspects of the business.
- **Network early and often:** attend career fairs, volunteer at events, and connect with professionals on LinkedIn. Building genuine relationships can open doors to internships and job opportunities.