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Clear, Hawthorne, Burton, and Carter head The S/L/A/M Collaborative's sports studio

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Shown (from left) are: Marc Clear, Dane Hawthorne, Emily Burton, and Bobby Carter.

Glastonbury, CT SLAM (The S/L/A/M Collaborative) has named a new leadership team model for the firm's sports studio.

Marc Clear has been named sports practice leader, Dane Hawthorne has been named sports design leader, Emily Burton will serve as director of business development for sports + recreation, and Bobby Carter will continue as the director of sport facilities. Burton and Carter will support Clear and Hawthorne in the continued growth of the sports market, with an emphasis on building and

maintaining client relationships.

SLAM's recent acquisition of five CBRE | Heery architectural design practices, augments the firm's existing sports and healthcare markets, and added a national justice practice, growing the firm to 270 employees and doubling office locations. The new sports leadership team will build on the success and expertise of Mike Holleman, a 40-year veteran in sports facility design, who will continue to focus on the planning and programming of athletic facilities.

The sports studio was formed nearly 60-years ago by Heery International and has built a notable design portfolio of more than 300 athletic facilities on over 100 collegiate campuses nationwide. Recent projects include the University of Tennessee Football Operations Center, University of Notre Dame Campus Crossroads, West Virginia University Puskar Center Renovation, Georgia State University Center Parc Stadium Retrofit, and University of Cincinnati Nippert Stadium.

Sports practice leader, Marc Clear, will focus on studio and project management, business growth, and client engagement. His diverse background in the planning and design of sports facilities and hospitality design, paired with his ability to understand and execute the practice's most complex projects, make him well-suited to continue building success for SLAM's sports market.

Dane Hawthorne, sports design leader, will foster a collaborative design process between teams and clients to promote a strong culture of design excellence within the firm. Hawthorne has a profound understanding of how facilities can enhance the overall student-athlete experience, from operations to recruiting and performance to recovery.

"Marc's composed demeanor and problem-solving attitude make for a top-notch leader. He is a constant collaborator and his proven abilities to coordinate complex projects has made him a recognizable industry leader," said SLAM's Mike Holleman. "When leading the design of new facilities, Dane understands and drives new trends by always keeping the athletes, coaching staff, and fans at the top of mind. He is one of the most creative problem solvers I've seen. Marc and Dane will be a powerful duo, and I'm excited to work with them on new ideas that they have for our studio."

An emphasis on building and maintaining client relationships will be the focus of Emily and Bobby, demonstrating their expertise and knowledge of trends in the professional and collegiate sports market. "Their unique backgrounds as former athletes – Emily as a collegiate softball pitcher and Bobby as a collegiate football player – will bring impactful perspectives to SLAM's sports market," said Clear. "Whether it be existing or future clients, teaming partners, or within the SLAM family, Emily and Bobby will work together to build camaraderie, while thinking strategically and creatively to always drive the team forward."

SLAM's sports studio is excited to bring innovative and creative design solutions to an ever-changing industry that has overcome the challenges presented by the COVID-19 pandemic. Our team differentiator is tailored to each client, focusing on specific goals that address an enhanced fan experience, revenue generation, and development of top-notch student-athletes.

SLAM's award-winning sports studio introduces its new leadership team Marc Clear, sports practice leader, Dane Hawthorne, sports design leader, Emily Burton, director of business development for sports + recreation, and Bobby Carter, director of sports facilities.

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