



# Jonny Showers

Founder & CEO and Chief Ideation Officer



Level 7 Interactive, LLC



Fieldhouse Innovations, LLC



New Product Development Specialist



## CONTACT



Philadelphia & Dallas



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## PRO SKILLS



Graphic Design



Product Development



Creative Writing



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## Career Summary

30 Seasons working with scores of professional leagues, teams and corporate partners, developing proven-winning products that add-value and excitement to the fan's game day experience, and generate incremental revenue for teams, and yield measurable results for official corporate sponsors.

Served as the Senior Concept Architect at both Tracylocke (Dallas) and GMR Marketing (Milwaukee) for 16 years collectively in the Omnicom family of agencies, where Jon was the Creative Director behind several highly successful national advertising creative campaigns such as:  
**VISA... It's everywhere NFL fans want to be!**

Currently under an Exclusive Multi-Year New Golf Product Development Royalty Agreement with Callaway in their Training and Accessories Division where he's created their very first-ever 4-IN-1 All-Purpose Golf Tool: Available at PGA Superstores, Dick's Sporting Goods, Golf Galaxy, Walmart, Amazon and scores of prestigious Golf Clubs across the country. **#1 Selling Golf Tool in the Game!**

**Philadelphia Phillies** (7 Seasons) Fan Development 1993 - 2001

**Philadelphia Eagles** (4 Seasons) Fan Development 1996 - 2001

**TLP & GMR Marketing** (16 Years) Creative Director 1999 - 2015

**Daniel Buckley:** President, Marvel Entertainment Group

*"Jonny is one of, if not, the most creative marketing and promotions person whom I have ever worked with.*

*He is always pushing for the idea that will most excite the consumer."*

Jon and Dan were partnered and managed **Creative League;** A Division of Omnicom Group, Inc. (NYSE) for several years.