



JIM SUNDBERG

MLB All-Star, Color Analyst, Business Owner, Coach, Executive, Foundation President, Author, Speaker and Consultant

Major League Baseball Player: Texas Rangers, KC Royals, Milwaukee Brewers, Chicago Cubs (1972-1989)

- 16 year MLB veteran
- 6-Gold Gloves (1976-1981)
- 3-Time American League All-Star (1974, 1978, 1984)
- '85 World Series Champion with KC Royals
- Voted "World Series Hero" by Chicago Writers
- Numerous MLB and Texas Rangers Records
- Jim Sundberg Community Service Award given annually by Texas Rangers

Color Analyst for Texas Rangers Baseball television broadcast, KTVT (1990-1995)

- Voted "Best Broadcast Team" with partner Steve Busby by Dallas Observer (1995).

Founder/CEO, Sports Training Systems (1995-2004)

- Developed, Produced, and Distributed sports training products nationwide:
The Baseball Practice Planner, The Softball Practice Planner, Skills Drills, The Glove Pad

Catching Coordinator, Texas Rangers Baseball Operations (2002-2004)

- Responsible for development of organization's catchers.

Business Development, Texas Rangers Business Operations (2004-2007)

- Director of Business Development
- Executive Director to the President
- Executive VP of Public Relations / Communications

Senior Executive VP, Texas Rangers Baseball Operations (2008-2014)

- Brokered Nolan Ryan to the Organization in 2008
- '10 and '11 American League Champions
- Responsible for initiating "TEXAS" Brand
- Saved the Texas Rangers Youth Ballpark from demolition with addition of Green Monster wall.
- Established an annual Texas Rangers Family and Faith Night

President, Texas Rangers Foundation (2010-2014)

- Increased giving from \$1.5M to \$3M
- Brokered Miracle League Fields in Arlington, TX and Southlake, TX

Co-Author, How to Win at Sports Parenting:

- Maximizing the Sports Experience for you and your child (April 18, 2000)

Public Speaker (over 40 years)

- Former clients include: GTE, Mutual of Omaha, Southwest Airlines, Lockheed Martin, Dallas Seminary, Hunt Petroleum, XTO, Nike, Bell Helicopter

Married 45 years, 3 children and 9 grandchildren