

Dylan Briscoe

Dallas, TX | www.linkedin.com/in/dylanbriscoe

EDUCATION

Southern Methodist University, Cox School of Business
Master of Business Administration, Finance Concentration

Dallas, TX
July 2027

- GPA: 3.97 / 4.0

University of Arkansas
Bachelor of Science Kinesiology, Minor in Psychology, Honor Society

Fayetteville, AR
May 2021

- GPA: 3.46 / 4.0

EXPERIENCE

BSN Sports

Dallas, TX

Manager, Category Strategy and Data Analysis | Category Sales

June 2025 – Present

- Built a scalable Tableau halo-effect model that quantifies product attachment, customer purchasing patterns, and revenue above baseline to guide cross-sell targeting, assortment planning, and category strategy
- Designed the enterprise scouting report framework for all sport categories, synthesizing CRM penetration data, uniform sales analytics, and whitespace opportunity scoring into executive-ready decks presented to Regional Sales Directors nationwide
- Built data-driven account targeting methodology operationalizing BSN's leading revenue indicator, sport penetration rates, into actionable field playbooks deployed across 1,200+ sales reps

Category Manager | Category Sales

January 2023 – June 2025

- Owned P&L across three sport categories, scaling annual revenue from \$37M to \$49M by building regional targeting criteria, improving and aligning product offerings, and deploying demand-signal assortment strategies across 20,000+ accounts
- Launched Trap Shooting as a net-new sport category from scratch; negotiated a revenue-share partnership to generate qualified leads and delivered \$225K+ in first-year revenue
- Built cross-functional roadmap with Marketing, Supply Chain, and Finance to synchronize promotions, inventory, and pricing - reducing peak-season stockouts and improving forecast execution companywide

Sales Specialist | Category Sales

September 2021 – January 2023

- Designed a universal pitch deck for club sport specialists by synthesizing best practices across multiple sales frameworks; drove an 11.7% increase in deal win rate post-implementation, tracked via CRM before-and-after analysis
- Drove adoption of new product offerings across 1,200+ reps through direct selling and coaching, contributing to \$1M+ in net sales

Territory Manager | Team division

June 2021 – September 2021

- Simplified regional sales pipeline and drove 5% account growth by identifying upsell opportunities and sourcing alternative product to prevent missed orders. Recruited internally by Category Sales leadership after high-visibility performance

FINANCE CONSULTING EXPERIENCE

SMU Cox Business Leadership Center, Nonprofit Consulting Program

Dallas, TX

Consultant, Foremost Family Health Centers

January 2026 – March 2026

- Synthesized internal financials, payer benchmarks, and claims metrics to trace revenue loss to a broken front-end intake process driving 180+ day AR aging and elevated claim denials
- Recommended a redesigned patient-inflow and eligibility-verification workflow projected to cut AR aging by 50% and recover \$200K/month in previously denied or written-off claims, presented to executive leadership

ADDITIONAL INFORMATION

- **Technical Skills:** Advanced Excel, Advanced PowerPoint, Tableau, Power BI
- **Certifications:** Google Project Management, Microsoft Career Essentials in Gen AI, Business Analysis and Process Management Coursera
- **SMU Cox School of Business Activities:** Cox Consulting Club VP of programs, Cox Athletic Club President
- **Tri-Citizenship:** United States, United Kingdom, South Africa
- **Accomplishments:** 1x Ironman finisher, 3x Ironman 70.3 finisher, Desert Wolf 100km Ultra, BPN G1M Ultra
- **University of Arkansas Activities:** Executive Committee Sigma Nu – Social Chair, Brotherhood Chair