



## **Billy Beane** **Oakland A's General Manager and Subject of Moneyball**

Considered one of the most progressive and talented baseball executives in the game today, Billy Beane has molded the Oakland Athletics into a perennial postseason contender since assuming the general manager's duties shortly following the 1997 season.

Under Beane's watch, the A's have compiled an 1132-972 (.538) record over the last 13 seasons, which is the fourth-best record in the American League and sixth best in all of baseball during that time frame. The A's have won four American League West titles (2000; 2002-03; 2006) and secured one AL Wild Card spot (2001) during that span. His teams have posted 90 or more wins in six of the last 11 years.

Under Beane, the A's have adopted an organizational philosophy that stresses plate discipline and pitchers who command the strike zone.

Beginning in 1999, Beane and former Assistant GM Paul DePodesta shattered antiquated MLB beliefs that big payrolls equated wins by implementing unorthodox (by MLB standards) strategic methodology that inevitably led one of the worst teams in the AL with one of the lowest payrolls, to three American League West Division titles.

Best-selling author Michael Lewis chronicled their journey in his 2003 best-selling book *Moneyball: The Art of Winning an Unfair Game*, now a major motion picture starring Brad Pitt.

Beane's strategy has since opened the eyes of many top sports executives and CEOs around the country who now utilize the "Moneyball" methodology. In 2008 Beane even collaborated with Newt Gingrich and Sen. John Kerry in co-authoring an article in the *New York Times* offering possible remedies for the U.S. health care crisis.

Beane was named *The Sporting News'* Executive of the Year in 1999 and earned

Major League Baseball's Executive of the Year honors by *Baseball America* magazine following the 2002 season. In November of 2001, Beane was named one of *Street & Smith's Sport Business Journal's* "40 Under 40 and in 2004, he was rated 16th on their list of Baseball's Heavy Hitters.

A first round draft pick (23rd overall) of the New York Mets in the 1980 June Free Agent Draft, Beane played six major league seasons as an infielder, outfielder and catcher for the Mets, Minnesota Twins, Detroit Tigers and Oakland A's. His final season in uniform was 1989 when he was a utility player on the A's World Championship team. Beane retired as an active player in the spring of 1990 when he joined the A's front office as the club's major league advance scout. Former A's President Sandy Alderson promoted Beane to General Manager in 1997.

At the podium, Beane conveys his innovative, winning style of management and leadership, which involves identifying undervalued assets to create and sustain a competitive advantage. By striking parallels between baseball and business, Beane inspires audiences across industries (including health care, insurance, finance, etc.) with his unforgettable winning underdog story.

A native of San Diego, Calif., Beane attended Mt. Carmel High School and UC San Diego, where he studied economics. Billy and his wife, Tara, reside in Danville, California with their twins, Brayden and Tinsley. His daughter, Casey, attends Kenyon (Ohio) College.