

Brad Alberts

President/Chief Executive Officer

Brad Alberts is in his second tenure with the Dallas Stars and currently serves as President and Chief Executive Officer after rejoining the team in February 2011.

Additionally, he acts as President and Alternate Governor of the Texas Stars, Dallas' top development affiliate in the American Hockey League, roles in which he has served in since July 1, 2017. Alberts serves alongside Stars Chairman Jim Lites on the American Airlines Center Board of Directors, assisting in the management of one of the busiest arenas in the United States.

Alberts, who was named team President on March 2, 2018 and took on the role of Chief Executive Officer on July 10, 2020, oversees all aspects of the Stars business operations. Previously leading all sales and marketing, he is also in charge of all aspects of the organization's finance and administration, box office, human resources and information technology, as well as the communications department, which has won two Dick Dillman Awards as the NHL's Western Conference top public relations staff under his leadership.

Alberts's career includes nearly two decades of professional sports experience selling tickets, suites, premium seating, and sponsorships. From 1996-2009, Alberts worked for the Dallas Stars and Texas Rangers in various sales management roles in tickets, suites and corporate sponsorships. From 2006-09, Alberts served as the Executive Vice President of the Hicks Sports Marketing Group, the in-house sponsorship sales group for the Stars, Texas Rangers, and Liverpool Football Club. In 2009, Alberts took over as the Vice President of Sponsorship and Sales at Legends/CSL, overseeing events at numerous venues around the country, most notably the Circuit of The Americas, a Formula One racing track in Austin, Texas.

Since rejoining the team in 2011, Alberts has played an integral role in the resurgence of the Stars in the Dallas-Fort Worth Metroplex, helping lead the organization to tremendous growth in brand visibility, attendance and sponsorship sales. Alberts and his leadership team were instrumental in the sweeping rebrand of the team, retiring the numbers of Mike Modano, Jere Lehtinen and Sergei Zubov and creating tremendous sponsorship value for the team and its partners. Under his leadership and direction, the organization hosted the 2020 Winter Classic at Cotton Bowl Stadium against the Nashville Predators. The event was sold out within hours of tickets going on sale and was hailed as one of the most successful NHL events of all time, becoming the second-highest attended game in League history with a capacity crowd of 85,630.

Alberts received his bachelor's degree from Ripon College in 1992 where he was a four-year letterman and co-captain of the basketball team, earning an induction into the Ripon College Athletic Hall of Fame in 2002. He received a master's degree in sports administration from University of Northern Colorado in 1995. Alberts is an avid golfer and fitness enthusiast. Alberts serves as a member of the American Cancer Society CEO Board, the Dallas Sports Commission Board and is actively involved in other non-profit causes in the Metroplex.

He resides with his wife, Kate, and their daughter, Grace, in Dallas, Texas.