

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



FEATURING DR. BERNIE MULLIN

Founder of The Aspire Group. NBA and MLB Executive.
Leadership Mentor.

*“Leadership is about providing opportunity.
Success comes when those around you thrive.”*

AS FEATURED IN CHAPTER 15:

Empowering Success in Sports Brand Building with ‘The Professor,’ Dr. Bernie Mullin

CHAPTER 15: EMPOWERING SUCCESS IN SPORTS BRAND BUILDING WITH 'THE PROFESSOR,' DR. BERNIE MULLIN

Dr. Bernie Mullin, affectionately known in the industry as “The Professor,” has spent over 40 years at the highest levels of professional sports, collegiate athletics, and entertainment. From authoring the go-to textbook on sport marketing to founding one of the most successful global firms in outsourced sports revenue, Bernie’s journey is a masterclass in ethical, empowering leadership.

*“The true test of a leader isn’t how many people follow them.
It’s how many people grow under their leadership.”*

In this excerpt from *Obstacles to Opportunity*, Bernie shares how he built high-performance organizations through trust, clarity, and opportunity. Whether turning around struggling franchises like the Pittsburgh Pirates or building the foundation for the Atlanta Hawks’ resurgence, his formula remained the same. Set direction, act with urgency, and empower others to rise.

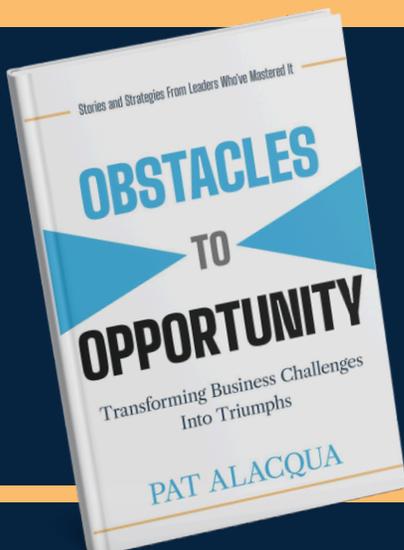
*“Most of the time, the people I worked with didn’t need me to solve the problem.
They just needed space, support, and a push through the open door.”*

**ETHICAL LEADERSHIP ISN’T JUST THE RIGHT PATH.
It’s the most powerful one. Invest in your people, and your results will follow.**

ABOUT DR. BERNIE MULLIN

Dr. Bernie Mullin is a globally recognized sports marketing leader, founder of The Aspire Group, and former executive with the NBA, MLB, and NHL. Over his four-decade career, he’s led turnarounds for multiple franchises, mentored hundreds of professionals, and changed the landscape of sports marketing with a focus on ethics, innovation, and people-first leadership.

**READ BERNIE’S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



ABOUT THE BOOK

Obstacles to Opportunity is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You’ll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.