

Heather V. Rascher, Vice President

After years spent in consulting, investment banking, and consumer marketing, Heather Rascher joined SportsEconomics, LLC full-time to perform marketing, strategic, and economic research and consulting services to the sports industry. As Vice President of SportsEconomics, her project work has included qualitative and quantitative market research and strategic analyses for clients including the NFL, NBA, NCAA, MLB, NHRA, NASCAR, media companies, various corporations and athletic organizations, and local governments. Leveraging her experience in market research and brand management after having worked at two of the top five consumer packaged goods companies, Mrs. Rascher also conducts marketing research and for retail, sports, fitness, and media entities interested in learning more about their consumer demographics, or increasing the efficiency or effectiveness of their advertising or sponsorship initiatives.

Mrs. Rascher received her Masters in Business Administration from the Haas School of Business at the University of California at Berkeley, and also received undergraduate degrees in Economics and English from the University of California at Berkeley. She has authored articles for academic and professional journals in issues related to sports.