

NC INFRASTRUCTURE & SUPPLY CHAIN COUNCIL

Mike Behan
Chief Business & Revenue Officer
Hornets Sports & Entertainment

Mike Behan joined Hornets Sports & Entertainment in April 2025 as the organization's Chief Business & Revenue Officer, bringing extensive experience in the sports and entertainment industry, with a proven track record of leadership, partnership development and revenue generation.



In his role at HSE, Behan oversees areas including ticket sales and services, ticket operations, partnerships and business intelligence.

Most recently, Behan spent 13 years with Legends - a globally recognized leader in premium live events - where he played an instrumental role in launching Legends College, a first-of-its-kind company dedicated to assisting universities and athletic departments in elevating the experience of fans and growing revenues. As President of Legends College, Behan led strategic partnerships with over 25 major universities and athletic programs, including Notre Dame, Ohio State, Florida State, Oklahoma and Georgia Tech, while overseeing a team of over 300 full-time employees.

Before joining Legends, Behan served as Director of Team Marketing & Business Operations for the NBA, where he consulted with NBA, WNBA and NBA G League teams to optimize their revenue streams across ticket sales, sponsorships, premium seating and merchandise. Behan began his NBA career with the Cleveland Cavaliers from 2005-2010, starting in their inside sales department and ultimately advancing to the role of Director of Ticketing.

A 2020 Sports Business Journal Forty Under 40 honoree, Behan is a 2005 graduate of Le Moyne College. He and his wife, Amanda, have three children: Madison, Emma and William.