

WOMEN LEAD NC

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Shelly Cayette-Weston
President of Business Operations
Hornets Sports & Entertainment



Shelly Cayette-Weston is one of the National Basketball Association's most accomplished and respected business executives, recognized for transforming organizations through visionary leadership, relentless execution and an unwavering commitment to people. As President of Business Operations for Hornets Sports & Entertainment (HSE), she leads more than 1,300 team members across one of the country's premier sports and entertainment organizations, overseeing the Charlotte Hornets, the Greensboro Swarm - the team's NBA G League franchise - and the newly renovated Spectrum Center, one of the nation's leading live entertainment venues hosting more than 150 sporting events, concerts and community events annually.

Since joining the Hornets, Shelly has helped usher in one of the most significant periods of business growth in franchise history. Under her leadership, during the 2025-26 season, the organization achieved the highest attendance growth in the NBA, delivered top five growth in the NBA in ticketing and corporate partnerships, and set new franchise highs in retail and merchandise growth. Beyond business performance, she has expanded the Hornets' community reach across more than 20 counties throughout North and South Carolina, strengthening the organization's commitment to youth, education and communities in need while demonstrating the powerful role professional sports can play in creating lasting social and economic impact.

Prior to joining the Hornets, Shelly served as Executive Vice President and Chief Commercial Officer for the Cleveland Cavaliers, where she oversaw all commercial revenue operations, including ticket sales, premium hospitality and partnerships. During her leadership, the Cavaliers consistently ranked among the NBA's top 10 revenue-generating franchises, establishing the organization as one of the league's premier business success stories through innovation, strategic partnerships and exceptional fan experiences.

A native of Louisiana and former Tulane University student-athlete, Shelly's leadership philosophy was shaped long before she entered the executive suite. She believes the most successful organizations are built on trust, authentic relationships and a culture where people are empowered to grow, innovate and perform at their highest level. Her leadership is defined not only by business results, but by the leaders she develops, the teams she inspires and the communities she serves.

Shelly is deeply committed to civic leadership and believes businesses have a responsibility to strengthen the communities they call home. She serves as a Trustee of Boys & Girls Clubs of America, helping guide one of the nation's largest youth-serving organizations; serves on the Board of Foundation for the Carolinas; and is the incoming Chair of the Charlotte Regional Business Alliance, where she is helping shape the future economic growth and competitiveness of one of America's fastest-growing regions.

Her contributions to business and community leadership have earned national and regional recognition, including being named one of Sports Business Journal's Forty Under 40, Crain's Cleveland Business Forty Under 40, induction into the Tulane Athletics Hall of Fame, and most recently, recognition as one of the Charlotte Business Journal's Most Admired CEOs in 2026.

Throughout her career, Shelly has remained guided by one simple belief: great organizations are built by great people, and she is driven by the conviction that leadership is ultimately measured not by titles or trophies, but by the lives you influence, the opportunities you create and the legacy you leave behind. She resides in Charlotte with her husband Aron and two young daughters.