

BY HANNAH FAIRMAN
16 MAY 2025

SPOTLIGHT ON: HANNAH FAIRMAN 'SHOW UP WITH AUTHENTICITY AND PURPOSE'



I grew up in Charlotte, where Sunday afternoons meant an NFL game on the screen, family gathered around, and a sense of belonging that stuck with me. Sports were more than just entertainment in our home; they were connection. As a kid, I didn't fully understand the business behind those moments, but I knew one day I wanted to be part of it. Now, years later, I'm proud to say that I am.

Today, I work at Tepper Sports and Entertainment in Business Strategy, helping shape long-term direction for the organization. Our team uses data, insight, and strategic planning to strengthen the impact of our teams and entertainment experiences across the Carolinas. But like most careers, my path here wasn't completely linear.

I started in a different industry and knew breaking into the NFL would be competitive. Without prior team-side experience, I focused on finding a way in, and for me, that meant starting as an executive assistant to a C-level leader. I took the opportunity seriously, worked hard, stayed curious, and looked for every chance to contribute beyond my role. That mindset paid off. I had a leader who saw my potential and gave me a shot. That experience taught me that you can absolutely create your own luck through hard work, humility, and persistence.



After graduating from Indiana University, I came back to Charlotte. Even after years away, it still felt like home. One of the things I love most about this city is the sense of community. It's big enough to offer opportunity, but small enough that you're never more than one or two degrees away from a meaningful connection.

Watching the city evolve has been one of the most rewarding parts of moving back. When I was growing up, areas like South End and NoDa were barely on the map. Now they're thriving neighborhoods full of creativity, culture, and energy. Seeing what Charlotte has accomplished in such a short time makes me optimistic for the future.

That optimism, and the belief in our city's potential, is what drew me to the Charlotte Regional Business Alliance Young Professionals Board. I wanted to be around others who were equally driven to shape the future of Charlotte. More than that, I wanted to build real relationships with people who were invested in their own growth and in the growth of those around them. So far, the connections I've made on this board have already proven meaningful. I feel lucky to be part of a group that is intentional, engaged, and supportive of each other's goals.

As a young professional, I've learned that leadership isn't just about climbing the ladder. It's about how you show up - with consistency, integrity, and a mindset of service. I try to get a little better every day, whether that's personally or professionally. That mindset has helped me stay grounded and has also allowed me to bring more value to the people I work with.

My advice to fellow YPs is simple but meaningful: show up with authenticity and purpose. Put yourself out there in ways that reflect who you really are and what you care about. Say yes to the coffee meeting. Go to the event. Send the message. The effort you put into your community will come back to you in ways you might not expect. You don't have to have everything figured out; just stay curious, stay open, and keep moving forward.

Being part of this board, working in the heart of Charlotte's sports and entertainment world, and contributing to the future of the city I love are all things I once dreamed about. Now, I get to live them. I hope my story reminds others that the path may not always be linear, but if you work hard, stay true to yourself, and surround yourself with people who challenge and support you, you'll get where you're meant to be.

Hannah Fairman is a strategic business analyst for Tepper Sports and Entertainment. You can connect with Hannah [on LinkedIn](#).