

# JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



## GAYLORD ALUMNI SPOTLIGHT

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### **PATRICK HAYES**

Co-Founder, Waterhouse Hayes  
Los Angeles, CA

**Patrick Hayes has planted his flag in the sports management world.** Within two months of co-founding sports agency Waterhouse Hayes, he signed college football’s biggest star: fellow OU alum Baker Mayfield. Hayes, a 2014 Gaylord grad with a B.A. in public relations, talked with us about his OU experience and his burgeoning career.

*What is your favorite memory from your time at Gaylord College?*

I don't think there was a favorite memory but instead the overall message that I received. I had done 3 years of pre-physical therapy as my major and through those classes, work experience, discussions, etc., I didn't feel like that was for me. When I arrived at Gaylord, there were so many teachers and faculty members that made you want to succeed. Hearing stories of professors working in the agency life for 20-30+ years and wanting to teach their students what it takes and how to get there. I fell in love with that style and learning, and I ended up finishing

*What does it mean to you to have signed an OU legend and Heisman winner to your agency?*

He's a guy that has this "it" factor that you can't teach. He's been incredible to work with and really understands how to brand himself. It means a lot for our agency especially being new to have a guy like him. What's really cool to see is the dynamic between a young guy like him entering the league and his interactions with some of our other veteran clients. He listens to them and has learned from their experiences.

*What advice would you give to current students aspiring to a sports management career?*

My advice would be to take risks and follow your dreams. It might be a little of an unknown career path for some students at OU just because the sports management agencies are mainly located in LA and NYC. It's a lot of networking. A lot of time and energy spent learning. Ultimately being

my PR major in just a year and a half.

*Do you have a favorite faculty/staff member from Gaylord?*

Debbie Yount. Hands down. Learned the most and has stuck by me every step of my professional career. She is my biggest mentor and my role model. I couldn't have gotten any luckier than to have her a teacher and mentor.

*How did your career journey lead you to co-founding Waterhouse Hayes?*

Wow, where to begin? Long story short: I was a student athletic trainer for the track & field and football teams during my time as a health and exercise science major. Through that, I saw how those athletes were portrayed in the media and how they interacted with fans. After switching to PR, I interned in the digital media department for OU Athletics. I did that for a year until graduation. I went back home to Lincoln, Neb. and worked for a startup called opendorse. They connect brands and athletes to produce social media campaigns. I got to know a ton of agents, marketing reps, athletes, publicists, managers, etc. and wanted to be as hands on as they were. I found a creative agency in LA that fit my skills. Since then, I've been at another agency until opening up Waterhouse Hayes in November of 2017.

yourself and putting yourself out there is key to the industry.

*What do you do for fun outside of work?*

Outside of work?? Not sure what that is. Kidding. I've recently gotten into yoga, love heading to the west side near the beach and just exploring, and I'm a huge foodie so LA is a great place for that.



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