

Aaron Lawson

Aaron Lawson is a Sales Executive with 8+ years of experience selling premium suites and sponsorship at the Indianapolis Motor Speedway (IMS). Aaron is a graduate of Indiana University and has worked at the IMS for the entirety of his professional career. He elevated his sales journey from selling grandstand tickets to 6-figure corporate packages, generating \$11M+ in revenue annually. Aaron manages the team's sales processes and creates a culture that excites revenue generation, outreach, and problem solving. He serves on the Health & Wellness Committee at IMS and volunteers annually at Gleaners food drives. Aaron lives in Fountain Square with his wife, Mackenzie, and their two dogs. He is an avid volleyball player, golfer, and hiker.