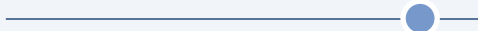


BRIAN MELEKIAN

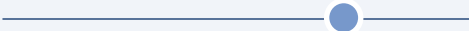
 BrianMelekian.com  brianmelekian@mac.com  (424) 903-5990  brianmelekian

PROFESSIONAL PROFILE

LEADERSHIP & CULTURE



FINANCIAL OVERSIGHT



BUSINESS DEVELOPMENT



BOARD & GOVERNMENT RELATIONS



EXPERIENCE



CHULA VISTA ELITE ATHLETE TRAINING CENTER

MAY 2021 TO PRESENT

President & Chief Operating Officer

Responsible for 155 acre, multi-purpose Olympic Training Center, including:

- Managing staff of over 50, establishing CVEATC as San Diego Business Journal's #8 Best Place to Work in 2023
- Responsible for 35% revenue increase since 2021, including over \$4 million in non-sports/non-training revenue
- Successful negotiation of contracts with city of Chula Vista & US Olympic & Paralympic Committee
- Management of vendor relations with 4 external contractors & over 70 employees
- Launched \$50 million capital campaign
- Negotiated and contracted multiyear, multimillion dollar naming rights sponsorship
- Staff liaison to Board of Governors



NATIONAL INDEPENDENT SOCCER ASSOCIATION

JULY 2018–MAY 2021

Chief Operating Officer

Oversee all aspects of 3rd Division Professional Soccer League, including:

- Drafted NISA Operations Manual
- Vetted all NISA candidate owners and stadiums
- Final authority for all aspects of Competition and Officiating
- Interface with Board of Governors and Board meetings
- Sourced and negotiated League Broadcast and Apparel deals
- Point of contact for all effort for USSF Division III Professional League application process



NORTH AMERICAN SOCCER LEAGUE

MAY 2013–MAY 2018

Chief Operating Officer

Full P&L Responsibility for all aspects of 2nd Division Professional Soccer league, including:

- Strategic Finance, including monthly financials, team by team Key Performance Indicators, annual financials & audit review
- Wrote & implemented Operations Manual for all aspects of League, including Player Personnel, Competition, Broadcast, Human Resources, Public Relations, Disciplinary Action
- Serve as staff liaison to NASL Finance Committee
- Sourced, negotiated & executed largest team sale in league history



LUDUS TOURS

MAY 2011–MAY 2013

Executive Vice President

Oversaw all operations for \$8 million tour and experience provider to major world events, such as 2012 London Olympics, including:

- Corporate Finance – Created long term projections, monthly & weekly P & L statements
- Human Resources – Created all systems for hiring, sourcing, discipline, management and termination of employees

- Business Development – Personally responsible for over \$250,000 in new business
- Sales operations – Mentored and developed sales team of 13
- Event planning and execution – including 1200 guest tour to 2012 Olympics
- Inventory Management – Procured over \$3,000,000 in international inventory



UNITED FOOTBALL LEAGUE & VIRGINIA DESTROYERS

DECEMBER 2009–JUNE 2011

Senior Vice President

In addition to duties as UFL SVP, oversaw all business operations of expansion team:

- Created & managed all revenue & expense budgets
- Strategic vision & execution of stadium development
- Lead negotiator on all contracts (stadium, office & vendors)
- Recruiting & hiring key leadership positions
- Establish & maintain over \$100 million in budgets
- Right-size organization at conclusion of 2010 season

CLASSIC TENTS, TORRANCE, CA

2006–2009

Executive Director, Operations

\$15 million tent rental and sales division of largest national party rental company.

Responsible for all strategic decisions and supervised staff of 35.

- Created operating budget and reduced event costs by over 20%.
- Managed P&L and consistently exceeded sales and profit goals.
- Valued internal counsel to General Manager and Corporate business leaders.



HOME DEPOT CENTER/AEG, CARSON, CA

2002–2006

Director of Operations

125 acre professional sports facility and Olympic training center

- Created all operating policies, emergency plans and job descriptions.
- Recruited and managed staff of 400 on event days; maintained low turn-over and bred company loyalty through teamwork and collaboration.
- Created and maintained \$17,000,000 FFE budget and \$4,000,000 operating budget.
- Primary facility representative in dealings with city and university representatives.

EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY, M.B.A., 2014

Emphasis: Corporate Finance

UNIVERSITY OF SOUTHERN CALIFORNIA, B.A., COMMUNICATION, 1998

Completed Honors Thesis,

Socioeconomic Principles of Franchise Relocation in Professional Sports

CAL STATE UNIVERSITY LONG BEACH

Adjunct Professor

Facility Planning and Personnel Management in Sport Management graduate program.

PROFESSIONAL ASSOCIATIONS

- Board Member, Association of Sports Performance Centers
- Board Member, South County Economic Development Council
- Board Member, Sports San Diego
- Member, San Diego Chamber of Commerce
- Lean Black Belt Six Sigma Certification

PERSONAL ACCOMPLISHMENTS

- 3 Time Ironman finisher & Half Ironman World Champion qualifier
- Finalist, CFO of the Year, [San Diego Business Journal](#)