


Brian Melekian

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Professional Profile

Talented executive with wide-ranging experience in operations management of mid to large sized companies. Well-versed in creating, implementing and maintaining systems relating to people and product. A proactive leader who brings credibility to the operations function through hard work, personal integrity and professional expertise. Limitless energy, completes projects with precision and on-time. Trained & conditioned to give 100% effort.

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 all staff members
- Setting and achieving revenue projections
- Building and managing expense budget
- Point of contact with City of Chula Vista and US Olympic & Paralympic Committee

National Independent Soccer Association **July 2018 to 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 to 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
- Conduct team by team audits & continuous improvement review

Ludus Tours Executive Vice President **May 2011 to May 2013**

Oversaw all operations for \$8 million tour and experience provider to major world events including 2012 London Olympics. Responsibilities include:

- 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 Senior Vice President December 2009 to June 2011

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

Executive Director, Operations Classic Tents, Torrance, CA

2006 to 2009

\$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.

Director of Operations Home Depot Center/AEG, Carson, CA

2002 to 2006

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 team work 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

Lean Black Belt Six Sigma certification, 2010

Adjunct Professor, Cal State University Long Beach
Facility Planning and Personnel Management in Sport Management graduate program.

Personal Accomplishments

- 3 Time Ironman finisher & Half Ironman World Champion qualifier
- Treasurer, La Costa Youth Organization (2014-2016)
- Nominated Finalist, CFO of the Year, *San Diego Business Journal* (2012)