

KAREN M. BRYANT

Seattle, WA 98122 · kb@xogamplan.com

EXECUTIVE SUMMARY

Highly experienced and proven sports executive. Consistently demonstrated ability to develop and execute a strategic plan to drive growth. Ability to lead across organizations in fast-paced environments. Year-over-year successes in a variety of business initiatives including customer acquisition and retention, marketing partnerships and community programs.

Professional strengths and abilities include:

Executive Leadership & Management – Revenue Growth – High Level Negotiations – Crisis Management
Business Development – Strategic Partnerships – Event Planning & Operations
Public Relations – Spokesperson/Ambassador

PROFESSIONAL EXPERIENCE

X&O CONSULTING/SUITE J CONSULTING

FOUNDER/PRINCIPAL

2014 – PRESENT

Management consulting

Sports management consulting services focused on strategic planning and revenue growth. Clients include Atavus Sports, University of Washington (Special Olympics USA Games), Seattle Sports Commission, Seattle University, Atlanta Dream (WNBA), and City of Sea-Tac. Executive coaching and team building facilitation.

ATAVUS SPORTS

CEO

2017 – 2020

Coach education and performance analytics start-up company focused on rugby and football markets

Lead transformation from distressed, grassroots on-field training business to an online coach education and data analytics SaaS business. With Co-Founders, prospected and closed M&A transaction with Chicago-based sports tech portfolio. Numerous accomplishments which led up to this transaction include the following:

- Recruited and hired four seasoned executives as organization's first management team
- Negotiated unprecedented 8-year, exclusive partnership agreement to certify 20,000+ Texas middle and high school coaches in safer, shoulder-style tackling techniques (the Atavus Tackle System). In less than 18 months, built and delivered SaaS product never before introduced to the marketplace.
- Successfully entered the collegiate football market, acquiring multiple college deals including five Power 5 programs: Oklahoma, Michigan State, Texas Tech, Baylor and Rutgers
- Developed and launched new products, expanded product portfolio to address vast and diverse football market, and positioned Atavus as the market leader in tackling data, analysis and safety

SEATTLE STORM (INDEPENDENT WNBA FRANCHISE)

2008-2014

PRESIDENT & CEO, SEATTLE STORM

Successfully led the organization's transition from an NBA-affiliated team to an independently-owned team in 2008; the Storm was purchased by four local women when it was announced that new Sonics owner was moving the NBA team to Oklahoma City. Continued our on- and off-court success as an independent team, creating an operating model blueprint for independent franchises. 2010 WNBA Champions.

SEATTLE SONICS & STORM (NBA/WNBA)

1999 – 2008

CHIEF OPERATING OFFICER, SEATTLE STORM (2003 – 2008)

Oversaw business and basketball operations, reporting directly to team ownership. Won WNBA Championship in 2004 with Howard Schultz-led ownership. Successfully led the organization's transition from an NBA-affiliated team to an independently-owned team in 2008; achieved unprecedented financial performance and positioned the Storm as one of the premier franchises in the WNBA.

- More than 50% growth in Team Revenues from 2009 to 2011; first three years under new, local ownership
- 2010 WNBA Champions; overall record of 28-6 (.824) – best single-season win percentage in Seattle pro sports history; only team in league history to finish the regular season and playoffs unbeaten at home
- Secured four-year marketing partnership with Bing which included logo rights on the team's jersey; Seattle was only the third team in WNBA to secure a jersey partnership; at the time the highest team revenue from a WNBA jersey deal
- Pursued and landed a multiple-year deal with the Pac-12 Conference to relocate the Women's Basketball Championship Tournament to Seattle (KeyArena)
- Negotiated an MOU with prospective NBA owner Chris Hansen for the Storm to relocate to a potential new arena in SoDo

- Helped negotiate new 10-year lease with City of Seattle with Storm as KeyArena's anchor tenant
- Supported Sonics' efforts to sell the Storm to all-female local ownership group prior to Sonics departure to Oklahoma City
- 2004 WNBA Champions; back-to-back sellouts at KeyArena for WNBA Finals; among highest gate receipts for playoffs in WNBA history

SVP OF COMMUNICATIONS & COMMUNITY DEVELOPMENT, SEATTLE SUPERSONICS (2006 – 2008)

- Assumed executive management responsibilities for NBA team
- Served as a hand-picked adviser to Sonics President Wally Walker and Owner Howard Schultz during a critical period for the franchise; played a key role as internal and external spokesperson for the team's campaign to secure arena financing from the state legislature

VICE PRESIDENT OF BUSINESS OPERATIONS, SEATTLE STORM (2001 – 2003)

- Responsible for all aspects of women's professional sports franchise including but not limited to basketball operations, sales, marketing, arena operations, community relations, public relations and finance
- Led efforts to recruit a new head coach; hired Olympian and Hall-of-Famer Anne Donovan as Head Coach in 2003

SENIOR DIRECTOR OF BUSINESS OPERATIONS, SEATTLE STORM (1999 – 2001)

Recruited by Sonics (NBA) ownership to lead efforts to secure a WNBA expansion team; worked closely with Chairman Ginger Ackerley and team ownership; reported to Sonics President.

- Helped develop and execute sales and marketing campaign which resulted in over 7,000 season tickets sold, exceeding goal by 27%
- Partnered with executive team to develop and execute 3-year operating plan and budget including revenue targets, marketing and sales plans, staffing models, etc.
- Managed implementation of key business initiatives including season ticket holder retention and acquisition, marketing partnerships, local TV, promotions, event marketing, and community relations

SEATTLE REIGN (ABL)

1996 – 1998

GENERAL MANAGER (1998), ASSISTANT GENERAL MANAGER (1997), DIRECTOR OF OPERATIONS (1996)

Oversaw business and basketball operations for start-up women's professional basketball franchise including player personnel, facilities management, marketing, ticket and sponsorship sales, event presentation, public relations, community relations and merchandising.

- Achieved operating profit in second year of franchise
- Collaborated closely with league officials to secure league and team financing

AWARDS & RECOGNITION

2015 – Hall of Fame, Edmonds-Woodway High School (inaugural class)
 2013 – Hall of Fame, UW Department of Communication
 2013 – Community Spirit of Seafair Award, Seafair Festival
 2012 – Hall of Fame, Snohomish County
 2012 – Businessperson of the Year Finalist, Greater Seattle Business Association
 2011 – Woman of Distinction, Girl Scouts Western Washington
 2011 – Board of Advocates Award for Health & Dignity of Women, Americans for UNFPA
 2010 – Executive of the Year, Seattle Sports Commission
 2010 – Game Changer, Sports Business Journal (inaugural class)
 2005 – Woman of Influence, Puget Sound Business Journal

PROFESSIONAL AFFILIATIONS

Certifications: Berkeley Executive Coaching Institute, Athlete Assessment, Dare to Lead.

Adjunct Faculty: University of Washington Intercollegiate Athletic Leadership, M.Ed.

Past Board Member Roles: Athlete Ally, Boys & Girls Clubs of King County, Girl Scouts – Totem Council, Greater Seattle Business Association, King County Sexual Assault Resource Center, Seattle Sports Commission, Special Olympics Washington

EDUCATION

BA, Communications – UNIVERSITY OF WASHINGTON – Seattle, WA

AA – GREEN RIVER COMMUNITY COLLEGE – Auburn, WA