

TERRY POWERS



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Key Capabilities

- Community engagement
- Revenue development
- Institutional relationships
- Strategic planning
- Budget management
- Emergency planning
- Logistics
- Technology / Innovation
- Event production

Career Timeline

- DELICIOSA FOOD GROUP; Chief Operating Officer; 2020 – Present
- BAMWX; Managing Director, Sports and Events; 2018 – 2020
- USA DIVING; Vice President; 2015–2018
- SPORT GRAPHICS; Vice President; 2014–2015
- 500 FESTIVAL; Vice President; 2003–2014
 - Interim President and CEO; 2013
- HORIZON LEAGUE; Associate Commissioner; 1997–2003
- UW–GREEN BAY; Various staff positions; 1988–1997

Seasoned nonprofit leader with 30 years' of experience guiding purpose-driven teams and initiatives. Adept at producing impactful events, driving revenue, streamlining operations, mentoring staff, and building strong community relationships.

Successfully managed multimillion-dollar budgets, major public events, and periods of strategic change—consistently aligning people and programs with a shared mission and measurable results.

Nonprofit Management



- Collaborated with internal stakeholders including staff, board of directors, volunteers, foundation members/donors.
- Engaged with external stakeholders including sponsors, customers, state and local governments, and multiple state and local law enforcement agencies.
- Served as interim CEO, guiding the organization through a leadership transition and maintaining strategic and operational continuity.
- Provided executive oversight for staff and departments, leading to growth in revenue, attendance, and engagement across key organizational events.
- Played a key leadership role supporting a U.S. Olympic Team, contributing to sponsorships, strategic planning and execution throughout an Olympic cycle.
- Negotiated broadcast rights; sponsorship packages, venue and site hosting agreements.
- Developed and implemented staff goals, evaluation processes and continuity plans.

For-profit Leadership



- Provided executive oversight of a client service team managing \$20 million in annual business, ensuring operational excellence and sustained client satisfaction.
- Led cross-functional innovation by integrating new systems with legacy accounting platforms, significantly improving operational efficiency and data integrity.
- Demonstrated executive agility during the COVID-19 crisis by successfully navigating international supply chain disruptions to ensure uninterrupted product delivery—importing ice cream from Europe to major U.S. grocery retailers.