

Cody D. Crowther, M.S.

Colorado Springs, Colorado | 419-346-9010 | crowther.cody@icloud.com | [linkedin.com/in/codycrowther](https://www.linkedin.com/in/codycrowther) | C2sportsevents.com

Major Events and Experiences Director, Adaptable and Creative Team Leader

Events and Projects Director with 15+ years of leadership experience in major live events management, strategy, sourcing, planning, and executing of the nation's largest triathlons, sports festivals, conferences, VIP hospitality events, partner activations, top concert tours, and Division 1 college athletics. I am a proven leader, managing teams of staff and contractors, while simultaneously managing numerous complex projects and operations. I bring a dynamic and strategic approach to event and project management, offering a positive, creative, and adaptable "can do" attitude to the teams I serve. I look forward to my next role taking full ownership in managing intricate events and experiences for a sports, events, or travel organization.

Technical Skill Set

- **Event and venue, operations, & logistics:** festivals, arenas, stadiums, convention centers, hotels, triathlons, marathons
- **Event registration, ticketing, & planning:** Cvent, TicketSocket, Active.com, Volunteer Local, Asana, OnePlan, AutoCAD
- **Marketing & Creative:** Marketo, Constant Contact, Website CMS Platforms (Sitecore, Cvent, GoDaddy), Social Media Platforms, Adobe Illustrator, Photoshop, Acrobat & InDesign, Microsoft Office Suite, Google Suite, Photography

Professional Experience

USA TRIATHLON

Events Manager

Events Coordinator, Sr. Coordinator, & Assistant Manager

COLORADO SPRINGS, CO

December 2020 – October 2023

July 2015 – December 2020

Event Management and Logistics

- Managed, strategy, planning, and execution of all USA Triathlon-owned national championships, World Triathlon Championships and Cups (in the U.S.), Professional Triathletes Organisation (PTO) US Opens, Endurance Exchange, the premier endurance industry educational conference, virtual events, and local endurance events.
- Served as an **event/race director** and oversaw all event operations including venue & course design, event builds & operations, safety & security, VIP hospitality, permitting with venues & local jurisdictions, food & beverage, audio visual, registration/ticketing, signage & branding, traffic control, ground transportation, equipment rentals, hotels and travel, merchandise & awards procurement, accreditation, collaboration with television crews, volunteers, and shipping.
- Developed & oversaw a \$2 million+ annual events budget. Regularly identified cost-saving measures to maximize budget impact for all events and grassroots programming.
- Led housing and transportation programs, negotiating contracts to offer best-in-class accommodations at owned events.
- Collaborated with partnerships team to maximize sellable event assets and produce successful partner activations.
- Developed & implemented standard processes and experiential tools to promote the highest level of attendee experience.
 - Launched multiple event apps to streamline in-event attendee communications and provide additional branding assets.
- Produced highly successful events and venues at all levels:
 - PTO US Opens, 2022 & 2023: top 80 elite triathletes raced a 100km course, televised to 8 million viewers worldwide.
 - Sprint & Olympic-Distance National Championships, 2015-2023: largest triathlon in the US with over 6,000 participants.
 - Endurance Exchange, the premier endurance industry conference: During the pandemic, produced event in a profitable and fully virtual format, attracting over 1,000 attendees in 2021 & 2022 with 80+ sessions and 130+ speakers. Planned first in-person conference since the pandemic in 2023 in a convention center, implementing Cvent hybrid technology.
 - Events I led consistently resulted in 90% or more highly positive feedback from attendee reviews.

Grassroots Event Growth

- Collaborated with sports commissions and CVBs to identify new owned-event venues, facilitate an RFP process, conduct site visits, develop venue/course layouts, and plan events. Attended conferences to network and grow base of potential venues.

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- Led RFP and event licensing process for non-owned national & state championships and various grassroots growth initiatives, conducting an annual national selection process, negotiating host contracts, and overseeing contract obligations.
 - Grew Splash & Dash Youth Swim-Run Series to over 70 events, a 40% increase from 2015 to 2023, contracted State Championship triathlons in all 50 states, and introduced a new Gravel Triathlon Series with 10 events.
- Spearheaded a new event format, the Multisport National Championships Festival, by merging 7 existing disciplines previously held at standalone events and launching 5 new races, all held at the same venue over 5 days of racing.
 - Created 'Multisport Master' award, incentivizing athletes to participate in 5 or more races. Race entries increased 20% from 2022 to 2023 and over 10% across existing disciplines compared to when they were hosted separately.
- Crafted & distributed email and website content to guide event attendees on critical event information.

People Leader

- Managed and developed two full-time events coordinators and multiple interns. Coached staff to enhance event skillset.
 - Hired over 10 full-time staff during my time as a supervisor, many of which received internal or external promotions.
- Led 40+ full-time & contracted staff and interns at owned events, plus 500-1000+ volunteers at each event.

SCHOTTENSTEIN CENTER & OHIO STADIUM, THE OHIO STATE UNIVERSITY

Event Services Assistant

Contractor for Stadium Concerts

Guest Services Associate

COLUMBUS, OHIO

October 2011 – June 2015

July 2016 – July 2018

October 2010 – October 2011

- Assisted in planning and execution of over 125 events each year in a 20,000-seat arena and 105,000-seat stadium.
- Managed front-of-house guest services, security, processes & equipment for Ohio State Basketball & Hockey, graduations, meetings, and special events like the Rolling Stones, Taylor Swift, NBA Pre-Season, and Buckeye Country Superfest.
- Served as lead event manager for select special events and private meetings, including Harlem Globetrotters.
- Supervised and assisted in the annual hiring and training processes of over 450 part-time event staff, ushers, and security, all fully employed by Ohio State. Coordinated with contract event staff agencies as needed to supplement staff.

ELITE ENDEAVORS (*NOW RUN TOLEDO*)

Event Operations Manager

Event Staff

SYLVANIA, OHIO

June 2008 – July 2015

June 2002 – June 2008

- Oversaw venue operations and race execution for local triathlons and endurance races.
- Managed staff, volunteers, audio visual, and equipment setup and breakdown.
- Assisted race directors in all aspects of event planning, registration, operations, logistics, and procurement.

Education and Certifications

- Master of Science, Sport Management, The Ohio State University, Columbus, Ohio
- Bachelor of Science, Sport & Leisure Studies, Business, The Ohio State University, Columbus, Ohio
- USA Triathlon Level II Certified Race Director
- First Aid, CPR, Emergency Response
- Forklift Certified, CVENT Certified

Volunteer Experience and Interests

- Mentor, Sports Management Program, University of Colorado, Colorado Springs
- Marathon runner, cyclist, hiking, camping, skiing, watching football, basketball, soccer, & Olympic/Paralympic sports
- Attended major events: NCAA Final Four, College Football Playoff & bowl games, President's Cup, Boston Marathon & more.