

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 Leader, Adaptable and Creative Team Player

Events and Projects Management Leader with 16+ years of leadership experience in live events strategy, sourcing, planning, and production for elite-level athletics, major endurance events, sports festivals, conferences, VIP hospitality events, partner activations, concert tours, and Division 1 college athletics. I am a proven leader, developing strong teams, 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.

Technical Skill Set

- **Event and venue, operations, & logistics:** festivals, arenas, stadiums, convention centers, hotels, endurance events
- **Event ticketing & planning tools:** Cvent, Let's Do This, TicketSocket, Active.com, Volunteer Local, Asana, AutoCAD, Visio
- **Marketing & Creative:** Shopify, Marketo, Constant Contact, Website CMS Platforms (Sitecore, Cvent, GoDaddy), Social Media Platforms, Adobe Illustrator, Photoshop, Acrobat & InDesign, Microsoft Office Suite, Google Suite and more

Professional Experience

RAGNAR EVENTS

REMOTE

Trail and Field Operations Manager (Director Equivalent – Senior Leadership)

April 2024 – Present

- Lead operations for 23+ annual team running events nationwide, attracting 60,000+ runners (2,300 avg. participants/event).
 - Manage standard operating procedures to ensure delivery of a consistent and safe event experience.
 - Oversee permitting with government agencies, contract negotiation with host venues, and development of safety plans.
 - Procure, distribute, and maintain inventory of awards, apparel, merchandise, and gifts for 60,000+ participants.
- Manage team of 10 full-time event organizers & 45+ seasonal event staff, plus an operations budget of over \$8 million.
 - Reduced operational expenditure by 20% in first year through a realignment in staff and process consolidation.
- Develop new event concepts and identify new locations for Ragnar's unique team running relay format.
 - Lead staff in the launch of 3 new events in 2026, working with local organizers to attract over 4,000 new participants.
 - Ideated sponsorship opportunities to monetize new and existing event assets, leading to increased revenue.
- Lead implementation of new event registration process, ensuring a smooth user experience from start to finish.

USA CYCLING

COLORADO SPRINGS, CO

Travel Logistics Manager (Contract)

March – April 2024

- Managed travel and logistics for over 250 international athletes and staff for the UCI Pan American Track Cycling Championships in Los Angeles. Coordinated all transportation logistics for staff and equipment.

USA TRIATHLON

COLORADO SPRINGS, CO

Events Manager and Race Director

December 2020 – October 2023

Events Coordinator, Sr. Coordinator, & Assistant Manager

July 2015 – December 2020

Event Management and Logistics

- Managed strategy, planning, & execution of USA Triathlon national championships, World Triathlon Championships & Cups, Professional Triathletes Organisation (PTO) US Opens, industry conferences, virtual events, and local endurance races.
- 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 & managed a \$2 million+ events budget. Regularly identified cost-saving measures to maximize budget impact.

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- Developed & implemented standard processes and experiential tools to promote the highest level of attendee experience.
 - Created and enforced standard operating manuals as well as communication, emergency and contingency plans.
- 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.
 - USA Paratriathlon National Championships, 2021-2023: produced event to serve the unique needs of para-athletes.
 - Endurance Exchange, triathlon industry conference, virtually with 1000+ attendees and in-person with 600+ attendees.
 - 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.
- 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.
- 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 events skillset.
- 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

Contractor for Stadium Concerts

Event Services Assistant

Guest Services Associate

COLUMBUS, OHIO

July 2016 – July 2018

October 2011 – June 2015

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 high school state championships.
- Supervised over 450 part-time event staff, ushers, and security, all fully employed by Ohio State, plus assisted in the annual hiring and training processes for new staff. Coordinated with contract event staff agencies as needed to supplement staff.
- Served as lead event manager for select special events and private meetings, including Harlem Globetrotters.

RUN TOLEDO (FORMERLY ELITE ENDEAVORS)

Event Operations Manager

SYLVANIA, OHIO

June 2008 – July 2015

- Oversaw venue operations and race execution for local triathlons, running events, and endurance races.
- Assisted race directors in all aspects of event planning, registration, operations, logistics, and procurement.

Education, Certifications, Languages

- **Master of Science, Sport Management**, The Ohio State University, Columbus, Ohio (event and facility management focus)
- **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 (warehouse and rough terrain)
- Basic proficiency of conversational Spanish