

CHARLES M. EVRANIAN

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CAREER SUMMARY

An accomplished executive skilled in managing start-up ventures and rejuvenating under-performing operations in government with 22 years of professional sports management. Experienced in strategic planning, business development, marketing, operations, and customer service. Proven strengths prioritizing and allocating resources and translating strategic concepts into result-oriented business plans to achieve revenue & profit goals. A collaborative business partner and leader with the ability to build and empower teams that consistently create efficiencies and improve productivity. Strong interpersonal, communication and motivational skills, able to interact effectively at all organizational levels

P&L Responsibility
Strategic Planning
Business Development

Business Turnarounds
Negotiations
Team Building

Problem Resolution
Event Planning
Sport Franchise Start-up

PROFESSIONAL EXPERIENCE

Parking Solutions Inc. 2007-Present

Manager of Airport Parking, Port Columbus Ohio

- Responsible for the operation of a Thirty million dollar parking account
 - Supervision of sixty five employees
 - Found efficiencies to lower numerous operational costs
- Developed training programs to minimize employee turn over

State of Ohio 1993-2006

Ohio Senate, Columbus Ohio

Sergeant-at-Arms & Page Coordinator

- Responsible for recruiting & training of Senate Pages
- Provided daily service to all Ohio Senate offices
- Reduced page uniform costs by thirty three thousand dollars per year
- Created Page orientation program

Security duties during Senate session & committee meetings

Ohio State Highway patrol, Columbus Ohio

Radio Operator, Ohio Statehouse (2004-2006)

- Coordinated security duties of Statehouse Troopers
 - Monitored ninety six security cameras & Statehouse garage issues
 - Developed emergency contact manual for all state agencies
- Dispatched response for emergency & 911 calls

HYE PERFORMANCE INSIGHT COMPANY, Cleveland, Ohio

President and Owner (2002-2003)

- Responsible for all operations of this start-up sports management consulting company
- Performed a five-month due diligence project for Great Lakes Arena Football Partners
- Developed business models for the securing of an Arena Football franchise for a group of investors
- Visited three potential franchise cities, conducted interviews and in-depth market study to determine the feasibility of a \$12 million dollar investment

Evaluated, made recommendations and significantly improved a struggling professional sports franchise

Marketing Director, Ohio Lottery Commission (2001-2002)

- Responsible for the advertising and marketing of the \$2.2 billion dollar Ohio lottery
 - P&L responsibility for the oversight of a \$21.7 million dollar marketing budget
 - Developed and implemented a corporate strategic plan directed towards revenue growth
- Re-organized staff, hired, trained and developed employees and managers by setting clearly defined objectives and tracked individual performance measurements
- Coordinated the creative and production contributions of two advertising agencies
- Supervised merchandising, sponsorship, graphics and production of a weekly television show

Assistant Director, Department of Aging (1996-2001)

Responsible for the oversight for a \$350 million dollar budget and supervised a staff of 115

- Coordinated numerous statewide services for 2 million Ohio senior citizens
 - Conducted a feasibility study for the purpose of retaining a senior citizens center as well as negotiating a new lease agreement resulting in an annual savings to the state in excess of \$200 thousand dollars
- Enhanced the Governors Conference on Aging by improving the quality of entertainment. Invited celebrities such as Andy Rooney, Willard Scott and Jack La Lane, resulting in sold out events
- Re-organized a computerized tracking program for Medicaid services for Ohio senior citizens, resulting in improved efficiencies and saving the State \$137 thousand dollars in contractor expenses

Deputy Director & CFE, Ohio State Fair (1993-1996)

Responsible for the marketing programs, sponsorships, public relations, security and daily operations of the annual state fair

- Negotiated a new ten year food service contract, resulting in increased gross revenue from \$1.2 million to \$4 million in a two year period
- Revised all facility rental contracts, amenities and reporting procedures to reflect consistent delivery of products and services
- Rewrote, negotiated and significantly improved a lease agreement with Day's Inn Hotel located on state property, also secured a long term land lease with a McDonald's Restaurant
- Project manager for the construction of the \$8.5 million Voinovich Livestock & Trade center

Virginia State Fair, Richmond Virginia

Vice President & CFE (1985-1992)

Responsible for coordinating all non-state fair activities and the day-to-day operation of the facility
Lectured at numerous conventions and trade shows

- Booked all non-fair activities including concerts, food festivals, trade shows, NASCAR racing and agricultural events, increasing revenue by over 300%
 - Coordinated a U.S. Presidential visit in 1990, which encompassed all security, programing, operations and logistics
 - Conceived, developed and constructed a 10,000 seat outdoor amphitheater, while procuring funding of \$500 thousand dollars for facility naming rights.
- Directed statewide marketing and sponsorship campaigns
- Oversight for food and beverage service operations on the 300-acre complex

University of Richmond, Richmond Virginia

Consultant and Associate Athletic Director (1984)

- Developed electronic event ticket system for the University
 - Refocused all marketing, sponsorship & public relations
 - Renegotiated radio and television contracts
 - Created a new school mascot
 - Enhanced concession & merchandising revenues
- Coordinated nationally televised half time basketball show on CBS

Major Indoor Soccer League, Philadelphia, PA

Deputy Commissioner (1982-1983)

Responsible for all United States league operations of a 14 team professional sports league

- Directed all national marketing, sponsorship and television activities
- Served as liaison for league franchise development

Acted as a federal Bankruptcy Trustee for a franchise in Phoenix, Arizona

Chicago Sting, Chicago, Illinois

President & CEO (1979-1982)

Responsible for all aspects of this professional sports franchise

- Developed model franchise for Indoor & Outdoor professional soccer
- Performed a financial & marketing turnaround by enhancing all revenue streams
- Won North American Soccer league Championship in 1981 on nationally televised game
- Negotiated all stadium and arena leases

Recruited and successfully mentored the executive staff, most of who went on to senior level positions with other professional sports entities

Reorganized the Communications Department dividing responsibilities between community and media communications, which serviced 10 television stations, over 100 radio stations, and four city newspapers

- Negotiated radio and television contacts which included Spanish radio broadcasts.

Inducted into the Illinois Soccer Hall of Fame

Chicago White Sox, Chicago Illinois

Administrator (1976-1979)

Responsible for the administration of minor leagues and scouting

- Annually negotiated over 150 contracts, including players, managers and scouts
- Organized all spring training activities including transportation & housing
- Oversight for minor league business operations

Coordinated all U.S. & international scouting functions and free agent player draft

Also held positions with: Detroit Tigers, Atlanta Braves, Major League Baseball,

Consulted with United States Soccer Federation & City of Columbus Ohio to secure a professional soccer franchise.

Educational Studies

Duke University, Strategic Leadership & Planning in Government

Harvard University, Strategic Negotiation

Community Affairs

Executive committee, Boy Scouts of America, Robert E. Lee Council, Development Board Children's Hospital, Board Chairman American Heart Association, Board Chairman Muscular Dystrophy Association, New Albany Ohio Community Events Board
