



Rodney H. Adams

Sports Biography

My professional career has focused on sales, marketing and consulting services, primarily in technology professional services and business operations. However my commitment to community service has led me to invest a considerable amount of time in youth athletics.

- CIO & VP of Marketing for the Lassiter Touchdown Club (LTDC), booster organization for Lassiter High School Football, Marietta, GA, 2012 - 2016. I managed the website, social media channels and registrations systems. I also managed marketing programs for special events, sponsors and advertisers. Recipient of the 2013 *Nick Kavadellas Volunteer Award* presented by the Cobb County Touchdown Club.
- Founder and Executive Director, the William H. Adams Youth Foundation, Columbus, Ohio. Dedicated to a legacy of service, the Foundation supports programs for East Columbus neighborhoods addressing education, health & wellness, personal growth & responsibility and community service.
- Past member of the Board of Lassiter Junior Trojan Basketball and the Lassiter Junior Booster Club (LJT Football). I served both organizations as Communications Director and marketing officer managing the websites and social media channels. The two organizations represent the families of over 300 middle school student athletes residing in East Cobb County, Georgia. As a Board member I was responsible for budgets, fundraising, certification and communications required to produce a quality sports experience for young student-athletes.
- Executive Director, LJTF Host Committee for the Georgia Middle School Athletic Association (GMSAA) Championship & All-Star Games, 2010 and 2011. The GMSAA represents 38 middle school football programs in Cobb, Cherokee, North Fulton and Paulding Counties. The event featured six (6) All-Star and Championship Games for 6th, 7th and 8th grade teams. This was a major fundraiser for the Jr. Trojan Football program.
- With 3 children engaged in multiple sports over the years I have been in every gym and on every ball field across the North Atlanta metro area. I have attended major youth sporting events throughout the Southeast and therefore can view the business of youth sports from the perspective of parent, coach and team administrator.

I have coached youth sports for over 14 years, including:

- Lassiter Jr. Trojan Basketball
- Lassiter Jr. Trojan Football
- Blackwell Bears Football
- Sandy Plains Softball
- Sandy Plains Baseball
- East Marietta Basketball
- Striker Soccer
- YMCA Basketball and Soccer
- JFBC Upward Basketball

My children, Alyssa (*Wake Forest U. '13*), Aubrey (*LHS '12, Auburn University*) and Alec (*LHS '16*), played multiple sports from youth leagues through high school, including varsity football, basketball, softball and lacrosse. With this experience as a sports parent, coach, administrator, fan and supporter of youth athletics I have a good understanding of what it takes to field a team and manage a quality program.

I have worked in technology sales and management for over 20 years. My former position as Marketing Manager for Allied Global Services, LLC, included developing digital content for websites and social media channels, producing marketing collateral and managing a global virtual proposal center. As a senior consultant for IBM's Education Industry Marketing group I specialized in strategy, planning and educational transformation issues for public schools across North America. I currently provide marketing and business development consulting services to small and medium-sized technology companies and nonprofits.