

# DAVID JOHNSON

USA JUDO BOARD OF DIRECTORS – GROUP A NOMINEE POSITION STATEMENT, OCTOBER 04, 2020

To the leadership of the USJF, USJA and to the Judo community in America,

Thank you for reviewing my nomination for the Group A Director position. My seventeen years of experience negotiating Olympic and international sports marketing sponsorships, along with a diverse business skill set and executive experience make me a strong candidate to represent Group A members on the Board of Directors of USA Judo.

Judo is at an important inflection point in America with COVID 19 devastating our communities and dojos across the country and the L.A. 2028 Olympic Games on the near horizon. We must be resilient in the face of these great challenges, for the prizes success are many, and the risk of failure is to fade into irrelevance.

Given the historical, political and cultural trappings of over 100 years of our sport's existence, driving change and evolution is a challenging task. We have multiple organizations to navigate, each with their own goals and mandates. We need to respect and work with the entire community of Judoka in the USA to grow the sport and have great results at the Olympic Games. Building trust through continued fairness, open communication and consistently high-quality execution in our operations is the only way to bring our community together.

Judo in America has lagged behind other sports and activities like E-Sports and BJJ. We lack basic services these other groups offer and benefit from. I believe in investing in new technological capabilities that can provide modern services to Judoka, Coaches, and parents. We should be focusing on building a technology infrastructure that can provide services like enhanced member management, online tournament bracketing, competition results management, video streaming, and mobile apps. These services are considered minimum expectations parents and athletes alike.

Marketing and brand strategy is also a critical area of need for the organization. As critical strategic priorities, Marketing and Brand building need a structured approach to have success. I am professionally experienced in sports marketing and am uniquely qualified to help in this capacity. Growth and improvement in our marketing efforts will pave the way to more lucrative sponsor partnerships, provide support to club owners trying to grow and prepare the organization for greater exposure in the upcoming Olympic cycle.

What sets my nomination apart from others is my specific experience in driving sports marketing programs at the international level. I have managed the full life-cycle of global sports sponsorships, marketing activations and implemented technology solutions at multiple Olympic Games going back to Beijing 2008. I have driven global marketing programs with the Olympic Games and UEFA and franchise level partnerships with NHL, MLB, and NFL. I have current business dealings with global sports properties including UEFA (European Soccer), WTT (World Team Tennis) and more.

My application comes with a set of endorsements for this role from executives at the USOC, IOC and several Fortune 100 companies. Letters of Reference are available upon request.

The Board of Directors of USA Judo needs active board members who will contribute their time, strategic vision, expertise, professional networks, and personal passion for developing the sport in America. I hope to employ these attributes as the Group A member of USA Judo the Board of Directors.

Thank you for considering my nomination.

Dave Johnson