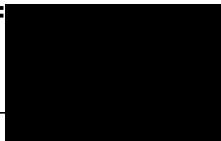


Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Stephen McNally		
2. Your Title: Executive Director		
3. The Entity(ies) You are Representing: USA Taekwondo		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No X
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. None		
6. Please attach your curriculum vitae to your completed disclosure form. Attached		

Signature: _____



Date: May 21, 2018

STEPHEN MCNALLY

EXECUTIVE PROFILE

Accomplished sports management, communications and marketing executive with over 15 years of experience working successfully at senior level in high-pressure, innovative sporting and media organizations. A strategic thinker with the ability to look outside the box and an outstanding record of identifying opportunities, problem-solving and maximizing potential to drive exposure and growth through the strengthening of existing relationships, development of new markets and creative use of technological solutions. A highly skilled communicator able to both create and develop a vision, then articulate it professionally and successfully both internally and externally, while fostering enthusiasm and drive for the plan among all stakeholders.

CORE COMPETENCIES & SKILLS

Strategic planning and execution . Effective team building and leadership . Media relationship management . Crisis management . CRM strategy/delivery . Intranets . Adobe Creative Suite . Social Media Policy/delivery . Customer engagement/service . Content Management . Online Analytics . Budget development & delivery . Learning Management Systems . Insightful analysis & reporting . Copy writing . Cloud services . Graphic Design

PROFESSIONAL EXPERIENCE

USA TAEKWONDO. Non-profit organization which serves as National Governing Body for the sport of taekwondo in America, and is a member of the United States Olympic Committee and World Taekwondo Federation, overseeing all aspects of governance and participation.

EXECUTIVE DIRECTOR, OCTOBER 2017 – PRESENT

- Appointed leader on October 1, 2017 after 1 month as Interim Executive Director.
- Responsible for all areas of management of USA Taekwondo.
- Introduced National Rankings System, All-American Athlete program and Regional and State Head Coaches programs within six months.
- Overseen 7% increase in membership to date, 15% increase in State Championship attendance and 200% increase in sponsorship revenue.

DIRECTOR OF MARKETING & COMMUNICATION, AUGUST 2014 – OCTOBER 2017

- Originally employed as Director of Marketing & Communications I demonstrated much more wide-ranging business acumen and my role was expanded to include operations less than 2 years after joining the organization.
- Identified and solved the organization's long-standing reputation for poor customer service by introducing an extremely cost-effective solution. This completely reversed the trend, and the organization now meets new response goals of 24 hours. Criticism of this area is now extremely rare.
- Introduced online live streaming of events with great success – the most recent broadcast had viewing figures of over 500,000 people. In 2016 I negotiated live Taekwondo Olympic Team Trials coverage to be broadcast live on NBC for the first time ever, and the 2018 U.S. Open to be shown live around the world on the Olympic Channel.

- Increased social media audience by over 400% in less than a year, for example growing the Facebook audience from 27,000 in October 2014 to 210,000 currently. Additionally, grew the official website audience by 20% in my first three months to over 400,000 unique visitors and expect that to grow to around 1,000,000 unique visitors this year.
- Earned the trust and respect of the notoriously tough and ethnically diverse taekwondo community through a personal policy of open, honest and frequent communication, listening to their specific needs and responding with innovative solutions wherever possible.
- Encouraged and counselled staff and directors to adopt mind-set change in the budgeting process with the intent to maximize opportunities with a much more intense focus on fiscal responsibility.

SALFORD RED DEVILS. Leading professional UK rugby organization in the elite Super League competition. Relocated to new stadium in 2012 and re-branded following a change of ownership.

HEAD OF MARKETING & COMMUNICATIONS, 2006 – 2013

- Responsible for all internal and external communications, media relationship management, development and implementation of strategy to meet business goals, branding, company website, social media, ecommerce, SEO/SEM, advertising and CRM. Reported directly to the Chief Executive and Board of Directors on all aspects of responsibility, utilizing ROI analysis, extensive use of online analytics and traditional market research. Left this role only due to immigrating to the US.

LIVE PUBLISHING INTERNATIONAL LTD. An offshoot from IDG MEDIA UK LTD, producing market leading technology and entertainment magazines for the UK and European markets.

EDITOR, 2003 – 2006

- Oversaw production of portfolio of 15 monthly entertainment titles, along with conceptualizing and developing magazine launches into new areas. Worked with the board to recruit quality in-house writing and design staff, and managed the company's roster of freelance writers.

IDG MEDIA UK LTD. International Data Group (IDG) is the world's leading technology media, events and Research Company. Brands reach an audience of 280 million buyers in 97 countries.

MAGAZINE EDITOR, 1996 – 2003