

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: Kerry Perry		
2. Your Title: President and Chief Executive Officer		
3. The Entity(ies) You are Representing: USA Gymnastics		
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. To the best of my knowledge, USA Gymnastics does not receive any Federal grants or have any Federal contracts, nor does it have contracts or has it received payments originating with a foreign government related to the subject matter of the hearing after January 1, 2015.		
6. Please attach your curriculum vitae to your completed disclosure form.		

Signature: 

Date: May 21, 2018

Kerry J. Perry

EDUCATION:

Master of Business Administration (MBA), 1991

Anderson School of Management, University of New Mexico, Albuquerque, NM

Major: International Management and Marketing

- Dean's List
- Published various articles and research
- Created Marketing Plans for City of Bernalillo and Very Special Arts
- Selected as one of two MBA students in the country to earn an annual paid internship with Allstate Insurance Inc.

Bachelor of Arts (BA) with honors, 1986

University of New Mexico, Albuquerque, NM

Major/Minor: Communications and Business Marketing

- University Honors Program Graduate
- Graduated Cum Laude
- Dean's List
- Graduate and Teaching Assistant in Communications and Marketing

Adjunct Professor Marketing, 1994 – 2006

Anderson School of Management, University of New Mexico, Albuquerque, NM

- *Part-time instructor of classes in Marketing, Strategy and Management to graduate and undergraduate students*

PROFESSIONAL EXPERIENCE:

Current:

USA Gymnastics – December 2017 to Present

President and CEO

Prior Experience:

Learfield – September 2015 November 2017

Learfield Vice President

After acquisition of KP Sports and Entertainment by Learfield, I served in various roles as a Vice President involving the

multi-media rights of our collegiate partners and in the business development side of university institutional rights.

Responsibilities include:

- Development of strategic initiatives and new business for the newly formed Campus+ division
- Leading and supporting many of our California multi-media rights university partners by:
 - Guiding and supporting California teams to achieve budget and financial goals
 - Enhancing relationships with our partner universities and conference
 - Hiring, recruiting, coaching, motivating and supporting all managers, sales teams and support personnel
- Participating in all leadership meetings, conferences and events
- Working with senior leadership to execute strategies and provide direction to sales teams
- Collaborating with leaders of other business units and extended business lines to achieve revenue goals
- Guiding and motivating teams to execute company initiatives

KP Sports and Entertainment, LLC - February 2006 to September 2015
(acquired by Learfield)

President and Owner

As the President and Owner, my responsibilities included building the strategic direction of the company and assembling a

high-performing, motivated team that exceeded our partners' goals and expectations. We passionately, represented our

university and conference partners in the marketing and selling of their multi-media and sponsorship rights to companies

locally, regionally and nationally.

Strategies included:

- Creating a culture of empowerment that encouraged ideas and rewarded team in

surpassing financial goals

- Enhancing and developing effective strategic marketing and sales plans to surpass annual profitability goals
- Recruiting, training, coaching and mentoring professional managers, sales executives and team members
- Developing and aligning structure, processes and team incentives to company mission and goals
- Retaining, acquiring and building positive relationships with all constituents on campus and in the community
- Representing and participating as Speaker in premiere industry events and organizations (NACDA, NACWAA) **Achievements:**
- Represented 11 NCAA Division 1 universities, primarily in the Southland and Big Sky Conferences
- Surpassed targeted growth and profitability goals for company each year
- Recognized at the time of acquisition, as one of the fastest growing companies in the industry
- More than doubled and oftentimes tripled revenue results within first few years of university and conference partnerships and continued with consistent double digit revenue growth in subsequent years

Pitney Bowes, Inc – July 1990 thru June 2004

Executive Leadership Roles (Fortune 200 Corporation)

As an executive, my responsibilities included building and reinforcing an environment where all personnel from different

functional areas worked together to surpass annual growth goals. This led to our district operations being rewarded and

acknowledged as one of the most consistent in growth and financially profitable every year.

Achievements:

- First female in history of company to achieve the most prestigious corporate award “Chairperson of Pitney Bowes”
- Recognized by the CEO as one of the “*brightest and consistent leaders in achieving annual results*”
- Consistently ranked as one of the top districts in the company for 10 years
 - #1 Region/District in Company 4 years with remaining 6 years in top 5% for surpassing revenue budgets and profitability goals

- Qualified for 12 Annual Sales Leadership Conferences in 14 years total
- Exceeded all business metrics and operational goals each year (retention, growth and profitability)
- Broke many sales records while in professional sales positions including earning 4 out of 4 Sales Leadership Conferences and honored as “Rookie of the year” in first year of employment

Allstate Insurance Company – June 1987 thru December 1988

Strategic Planning Analyst – Internship in MBA Program

Selected from numerous MBA students throughout the country to be an intern at Allstate’s headquarters in Northbrook, IL

Responsibilities included:

- Researching and presentating leading management ideas in strategic marketing and organizational development
- Participating in executive level management seminars and conferences related to organizational empowerment
- Presenting best practice ideas of how successful companies leverage their internal and external strengths to retain and expand their client base; while empowering employees to perform at productive levels
- Providing analysis related to the forecasting, budgeting and cash flow analysis of high performing organizations