

## JUSTIN FALCINELLI

### EDUCATION

#### Clemson University

- *Master of Business Administration (MBA)*, December 2018
    - Completed MBA coursework while competing for a second national title
    - Recipient of Clemson's Top Male Scholar Athlete Award
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### COLLEGIATE ATHLETICS EXPERIENCE

#### Clemson University Football (2014–2018)

- **Two-Year Starter** at Center
  - **First-Team All-ACC** selection
  - **Two-Time College Football Playoff National Champion** (2016, 2018)
  - Recognized for academic excellence, balancing rigorous athletic commitments with graduate studies
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### PROFESSIONAL EXPERIENCE

#### Vice President, College Football Players Association (CFBPA)

2022 – Present

- Lead on-the-ground organizing efforts at multiple schools, empowering current and former players
- Collaborated with active players at Penn State in 2022 to address renegotiation of a major conference media rights deal
- Spearheaded CFBPA's advocacy in 2023 against unfair compensation and contract terms for a forthcoming college football video game
- Representing current players in media and conference appearances, advocating for athlete welfare and equitable treatment
- Provided guidance to athletes on the impacts of ongoing legal and policy developments in college football

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## Principal Business Intelligence Analyst

*Leading Technology & Engineering Firm -| January 2022 – Present*

- Serve as a liaison between the data analytics team and a major product division, collaborating with directors, managers, and executives to identify data needs
- Facilitate the discovery, intake, and delivery of tailored data solutions, driving enhanced data-driven decision-making across the division
- Utilize low code ETL tools, Python, and SQL to develop intuitive data products that drive efficiencies

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## KEY SKILLS & AREAS OF EXPERTISE

- **Athlete Advocacy & Representation:** Experience organizing and educating players on media rights, contracts, and legal challenges
- **Data & Analytics Leadership:** Skilled in building data pipelines, developing dashboards (Tableau, Alteryx, Python), and driving data-informed decisions
- **Strategic Communication:** Multiple media and conference appearances; adept at conveying policy positions and athlete concerns
- **Leadership & Team Building:** Proven ability to unite diverse groups—on the field and in professional settings—through collaborative problem-solving
- **Time Management & Work Ethic:** Balanced advanced academic pursuits with elite athletic commitments; manage complex projects under tight deadlines

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## ADDITIONAL HONORS & ACHIEVEMENTS

- **Clemson's Top Male Scholar Athlete** for combining outstanding academic and athletic performance
- Key contributor to two NCAA Division I National Championship teams, demonstrating leadership under pressure