

# Gerard McLean

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## PROFESSIONAL SUMMARY

Accomplished business development professional offering 10+ years of experience creating revenue opportunities, maximizing market penetration and profitability. Expertise in marketing strategies, product promotion and merchandising to achieve market dominance. Successful record of expanding network connections through persuasive brand imaging and sustainable systems. There is a TL;DR at the bottom.

## CAREER SUMMARY

### Industries I've transformed

- Defined how soccer tournaments are managed/marketed on the internet (TourneyCentral.com)
- Created one of the first internet-based searchable Job Banks. The Recruiter was an on-line retail service labor sourcing website (NARMS)
- Re-defined and positioned the merchandising industry (SPAR)
- Created multimedia-based training for a decentralized, remote workforce (Huffy)

## SKILLS

Novel and adaptive thinking, AI prompt writing, critical thinking, communication, journalism, software development, voice talent, book design, video, writing, public speaking, social media marketing, social intelligence, improvisation, repartee, editing, content strategy, general bullshittery. Did you read this far? Did that last point make you smile even a little bit? Awesome; we should already be chatting.

## WORK HISTORY

### EVENT DEVELOPMENT DIRECTOR/FOUNDER — 1999 - PRESENT

#### TOURNEYCENTRAL - DAYTON, OH

- Created a comprehensive web-based soccer tournament management system for team registration, communications, scheduling and scoring.
- Onboarded over 2,200 events that included over 9.2 million players and their fans onsite as well as over 18 million website users per season.
- Retained ~98% of all events season over season while growing the event stable an average of 21% every year.
- Increased revenues an average of ~27% each year through growth and a mix of advertising and sponsorships.

**PRESIDENT/CEO — 1995 - PRESENT**  
**RIVERSHARK INC - DAYTON, OH**

- Founded NARMS.com in 1996, a trade association website that provided B2B marketing for its members as well as labor sourcing tools to advertise jobs and match merchandisers to open jobs, **one of the first searchable job boards on the internet.**
  - Provided over 72% of revenues for the trade association NARMS from online products.
  - Created TourneyCentral with deliverables stated above.
  - Created a publishing imprint, SharktoothPress as an indie hybrid publisher.
  - Established various brands including Plain Joe Coffee, Dogwalkblog, 86Henry Studios.
  - Established media production facilities to including web design, social media programming, podcasting, digital photography, copywriting and graphic design.
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**CREATIVE DIRECTOR, NEWSPAPERS IN EDUCATION (NIE) — 1998 - 2002**  
**DAYTON DAILY NEWS - DAYTON, OH**

- Created a workflow to include an annual catalog of newspaper-based materials for use by teachers in the classroom.
  - Wrote, edited and designed a bi-weekly page published in Tuesday daily of the DDN the appeared in the SW Ohio COX newspapers. (Dayton, Springfield, Middletown)
  - Created and maintained the NIE website.
  - Created a COX library of reusable content hosted at the *Atlanta Journal-Constitution*.
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**MEDICAL EQUIPMENT SALES DIRECTOR — 1995 - 1998**  
**ELECTROLOGIC OF AMERICA - DAYTON, OH**

- Sold exercise bikes (FES) to people with paralysis, 7-10 units per month.
  - Secured the Christopher Reeve endorsement, "The Care for the Cure."
  - Created the derivative product brand, Theraquine — FES for horses.
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**TRAINING AND DEVELOPMENT MANAGER — 1990-1994**  
**HUFFY SERVICE FIRST**

- Created and implemented a comprehensive, university-type training program for Huffly Service First.
- Designed and implemented a week-long leadership seminar for all internal managers at Huffly Service First.
- Created a media studio to create training videos as well as general company-wide communications.

**Curious about my earlier work experience?**

Additional work history that includes department leadership, management, training and development and media creation available if desired. Prior employers of note include **SPAR Marketing, Huffy Corporation** and **Target Stores**.

**EDUCATION**

Bachelor of Arts - English

University of Minnesota - Minneapolis/St. Paul, MN

**SOCIAL MEDIA SPACES**

<b>LinkedIn</b>	<a href="https://www.linkedin.com/in/gerardmclean/">https://www.linkedin.com/in/gerardmclean/</a>
<b>Instagram</b>	<a href="https://instagram.com/gerardmclean">https://instagram.com/gerardmclean</a>
<b>Substack</b>	<a href="https://gerardmclean.substack.com">https://gerardmclean.substack.com</a>
<b>Threads</b>	<a href="https://www.threads.net/@gerardmclean">https://www.threads.net/@gerardmclean</a>
<b>Medium</b>	<a href="https://medium.com/@gerardmclean">https://medium.com/@gerardmclean</a>
<b>Personal website</b>	<a href="https://gerardmclean.com">https://gerardmclean.com</a>

**TL;DR**

- My skills and attributes can be summed up into one experience: ***I used to sell exercise bikes to people with paralysis. I was very good at it.***
- I have the ability to understand and analyze complex technical stuff and break it down to its simplest terms very quickly. I understand both software and people.
- I get sh\*t done.
- I have my own permanent Zoom room for remote teleconferencing.
- I made Lizz Winstead LOL on Twitter once. (25 Nov 2012)
- I've been captured by the Google car for street view.