

TODD BLYLEVEN

Chief Marketing & Brand Growth Executive

Marketing | Communications | Digital Growth | Partnerships | Membership Organizations

Frisco, TX (DFW) | 714-369-0915 m | Open to On-site, Remote, or Hybrid

[Email me](#) | [LinkedIn Page](#) (17k+ Followers)

EXECUTIVE SUMMARY

Marketing and brand executive with 20+ years of experience leading growth, digital transformation, partnerships, communications, and audience engagement across sports, technology, consumer products, and membership-driven organizations. Proven success in developing national brands, building digital ecosystems, driving revenue growth, and aligning marketing, communications, content, and partnership strategies around a unified vision.

Experienced in leading cross-functional teams, managing complex stakeholder environments, and representing organizations publicly through media, events, partnerships, and executive leadership. Passionate about using storytelling, innovation, and strategic marketing to strengthen brands, engage communities, and drive long-term organizational growth.

SELECTED CAREER HIGHLIGHTS

- Chief Marketing Officer, USA Softball
- Generated \$500K+ in new revenue through integrated marketing initiatives
- Increased conversion rates by 250% at Factory Athletics
- Drove 17% year-over-year revenue growth at Pocket Radar
- Built partnerships with NFL, NBA, MLB, NHL, USA Softball, USA Baseball, and leading consumer brands
- Founder of The Scout Hub sports technology platform
- TEDx Speaker and Published Author

EXECUTIVE STRENGTHS

- Brand Strategy & Positioning
- Marketing & Communications Leadership
- Digital Growth & Audience Engagement
- Membership Marketing
- Partnership Development & Revenue Growth
- Public Relations & Media Relations
- Content & Storytelling Strategy
- Cross-Functional Leadership
- Event & Championship Marketing
- Executive Leadership & Team Development

PROFESSIONAL EXPERIENCE

USA Softball- National Governing Body

Chief Marketing Officer | 2024–Present (Remote / Hybrid)

- Lead the national marketing, communications, digital media, content, and partnership strategy for the National Governing Body of Softball in the United States
- Oversee brand marketing initiatives supporting membership growth, national championships, grassroots participation, and Olympic pathway programs
- Direct integrated marketing efforts across digital platforms, social media, events, public relations, and commercial partnerships
- Collaborate with executive leadership, national teams, event operations, and membership departments to align marketing strategy with organizational goals
- Manage national sponsorship, licensing, affiliate, and partnership programs generating six-figure revenue streams
- Lead audience growth, engagement, and storytelling initiatives supporting athletes, coaches, officials, members, and fans nationwide
- Develop strategic marketing plans supporting major national championships, grassroots events, and international competition
- Represent the organization publicly through media, partnerships, speaking engagements, and industry events

The Scout Hub- Sports Technology & Consulting

Founder & Partnerships Lead | 2020–Present

- Founded and developed a sports technology platform supporting scouting, player development, and organizational decision-making
- Built partnerships with teams, organizations, coaches, and event operators nationwide
- Developed a network of 2,600+ users and 30,000+ contacts through digital marketing, content, and relationship-driven growth strategies
- Led product development, go-to-market strategy, customer acquisition, and platform expansion
- Created educational content, certification programs, and digital resources supporting athlete and coach development

Pocket Radar- Sports Technology

Director of Marketing & Business Development | 2020–2023 (Remote)

[Website](#) | [Email](#) | Company Phone- (888) 381-2672

- Built and expanded partnerships with MLB, collegiate programs, and national baseball organizations
- Drove 17% year-over-year revenue growth through partnership development and market expansion
- Supported product integration across teams, events, and training programs
- Supported partner integrations across teams, events, and training environments
- Supported national marketing campaigns driving product awareness and customer acquisition
- Collaborated with product, sales, and marketing teams to support revenue growth and market expansion
- Helped position Pocket Radar as a leading technology solution across amateur, collegiate, and professional baseball

Factory Athletics- Sports Performance

Chief Marketing Officer | 2018–2020 (Remote/Hybrid)

**The company was sold to Ripken Sports in 2023*

- Managed brand partnerships and on-site activations across national showcase events
- Generated \$500K+ in new revenue through partnership and event-driven initiatives
- Improved conversion rates by 250% through enhanced customer journey and engagement strategies
- Worked closely with partners to align brand presence with athlete and event experiences
- Oversaw on-site event activations and coordinated partner execution across national showcase events
- Managed multiple campaigns and deliverables simultaneously while maintaining quality and deadlines

United Sports Brands

Business Development & Partnerships Leadership | 2013–2017 (Southern CA)

[USB Email](#)

- Negotiated and managed partnerships with major leagues and national organizations, including the NBA, NFL, MLB, NHL, USA Football, USA Hockey, Pop Warner, and more
- Negotiated 200+ professional athlete endorsement deals and maintained ongoing relationships
- Supported retail and brand expansion across major accounts, including Dick's Sporting Goods and national retailers
- Developed integrated partnership campaigns connecting athletes, brands, and retail channels

SKLZ- Global Consumer Products

Business Development & Partnerships Leadership | 2011–2013 (Southern CA)

SKLZ was sold in 2023.

- Built partnerships with national youth sports organizations, including Little League, USSSA, US Youth Soccer, MLB, Triple Crown, Baseball Factory, and club networks
- Supported product positioning and brand integration within training programs and team environments
- Led content and activation efforts to increase brand visibility and adoption across the sports community

EARLY CAREER & FOUNDATION

Major League Baseball

Scouting Supervisor | 2000–2009

- Identified, evaluated, and signed elite amateur talent; negotiated contracts and managed regional scouting operations
- Built relationships with coaches, players, and organizations nationwide

Boot Barn (Western Retail)

Store Manager | 1999–2000

- Managed retail operations, staff, and customer relationships

- Built strong connections within the Western and rodeo community

Major League Baseball

Professional Baseball Player | 1993–1999

- Professional pitcher with the Angels, Pirates, and Brewers organizations; developed elite discipline, preparation, and leadership under pressure.

EDUCATION

- California State University, Fresno- B.A. Business Administration
- Cypress College- Associate of Arts, General Studies

AWARDS & RECOGNITION

- FBI Civilian Courage Award
- Internet Marketing Association Courage Award
- Published Author, TEDx Speaker & Industry Presenter

TECHNOLOGY & TOOLS

Salesforce • HubSpot • Google Analytics (GA4) • CRM & Marketing Automation
Shopify • SEO/SEM Tools • LinkedIn Ads • Canva • Adobe Creative Suite
AI Tools (business productivity, content, and workflow optimization)

SELECTED PARTNERSHIPS & ORGANIZATIONS

NFL • NBA • MLB • NHL • USA Baseball • USA Softball • USA Hockey • USA Football
Little League • USSSA • IMG Academy • Dick's Sporting Goods
Nike • Under Armour • Rawlings • Wilson • Mizuno