Giuseppe Vinci

Relevant Experience

Market Director **2017–Present**

Hudl, Lincoln, NE, USA

- Guide and direct a global market vertical, focusing on strategy, product, and partnerships across business units.
- Coordinate performance analysis, data distribution, video analysis, media, media rights, live streaming, and other business segments.
- Develop global sales and pricing strategy for collegiate, professional and mid-market.
- Support the onboarding of several product managers in different areas of the business.
- Serve as adviser for all Olympic sports.
- Assist in growing global volleyball revenue by 350% during my tenure.
- Help drive market penetration at the collegiate level to reach 90%+.
- Lead numerous focus groups to define company strategy around product and vision.
- Develop business models and financial forecasting to drive senior leadership decisions.
- Lead and deliver on product improvements and deployment of new products.

Founder and CEO **2013–2017**

VolleyMetrics, Provo, UT, USA

- Oversee software development and improvements for two platform iterations.
- Map out milestones for development; guide the prioritization of those milestones.
- Guide the prioritization of platform improvements based on analysis of customer needs.
- Develop products, sales, and marketing strategies.
- Manage company's daily operations including accounting and finances.
- Direct major marketing efforts.
- Interview, hire, and manage over 60 employees and interns.

Mentor, Evaluator, and Investor **2017–Present**

WeSportUP | The Italian Sports Business Accelerator Supported by the NOC and Ministry of Economy

- Judge presentations of startups in order to award participation in the incubator.
- Spend dedicated time with incubator participants to assist the startups in developing their strategy and their product development.

Rollins Center for Entrepreneurship & Technology | Entrepreneur Founders Organization

- Assist in developing teaching materials and research opportunities for faculty and students.
- Give lectures and team-teach with faculty to students and other groups.
- Mentor students in starting and operating their own ventures.

leAD Sports & Health Tech Partners | Sports & Health Startup Fund and Incubator

- Recently invited to join the mentoring team.
- Focus on early-stage through Series A potential investments.

Education

Bachelor of Science in Experience Management—Double minor in Business and Music **2009–2013**

Marriott School of Business, Brigham Young University, Provo, UT

- Participate as a member of the OBHR club, the Events Venue Management Club, and the CEO club.
- Earn position in BYU's startup business incubator and represent BYU in several business competitions.
- Place 3rd in the International Business Model Competition.