

ROBERT J. (R.J.) NEMER, JD

President, The University of Akron

SUMMARY

**University President | College of Business Dean | CEO | COO | Chief Marketing Officer
Professional Services | Global Publicly Held & Joint Venture Companies | Privately Held Enterprises**

University President, previously College of Business Dean, with more than two decades of prior C-suite executive positions. International entrepreneur and engaged board member with professional experiences in world-class organizations, including founder, Global Managing Director/EVP, and Chief Marketing and Business Development Officer. Deep background in strategy development, growth, turnarounds, startups, and acquisition integration. Possesses highly developed innovative and critical thinking, transformational change strategies, and ability for cultivating relationships, fostering buy-in, and building consensus.

CAREER

THE UNIVERSITY OF AKRON, Akron, OH
Dean, College of Business

02/2022 to 05/2024

Oversee and manage a comprehensive, top-50 nationally ranked College of Business, including undergraduate and graduate curriculum, programming and operations. Responsible for budget, payroll, enrollment growth, sustainability, and success.

- Develop and articulate strategic vision and plan for the College of Business.
- Lead more than 50 faculty and 30 staff for approximately 1600 undergraduate students and 300 graduate students.
- Facilitate five academic departments, 18 undergraduate majors, six unique graduate tracks, and multiple certificate programs.
- Support seven institutes and centers, each with its own advisory board.
- Maintain College of Business Dean's Advancement Council and Executives in Residence for the benefit of students and the College as a whole.
- Cultivate rapport with students, faculty, staff, University leadership, and community.
- Oversee recruitment and retention efforts for the College of Business.
- Ensure dual accreditations, academic credibility, and compliant integrity in operations, programming, and executive education.
- Guide all organizational structures for faculty, department chairs, area directors, and professional staff.
- Manage processes and correspondence for faculty retention, tenure, and promotion.
- Champion faculty research and promote business-centric scholarship among all faculty and professional staff to maintain AACSB accreditation standards.
- Identify, establish, and foster donor, alumni, and other stakeholder relationships on behalf of the College.
- Act as a global ambassador for the College, often speaking and presenting to worldwide or national audiences, school leaders in positions of influence, and classes of prospective students.

MAI CAPITAL MANAGEMENT, LLC, Cleveland, OH
Chief Marketing and Business Development Officer

01/2020 to 01/2022

Built a world-class marketing department for a national investment advisory with more than \$15B in assets under management. Responsible for all communications, public relations, and business development functions. Member of the Executive Leadership Board.

- Formed and structured innovative marketing strategy for national and global brand recognition.
- Tracked and measured ROI on marketing engagements, activations, and advertisements, ensuring a growth in assets under management and revenue.
- Negotiated and reviewed all contracts with suppliers for public relations, marketing, media, advertising, sponsorship, and philanthropic purchases.
- Engineered and implemented a formalized sales process. Authored playbook, created strategic guidelines, and developed tracking tools ensuring a consistent message and client experience.
- Orchestrated consensus and integrated all business development for all acquisitions.

WILLIAM MORRIS ENDEAVOR / IMG, Cleveland, OH
Executive Vice President & Global Managing Director Golf

01/2015 to 12/2019

Held global P&L responsibility for more than \$300M in endorsement contract income representing 100+ professional golfers through a team of 60+ sports agents and support staff worldwide. Directly reported to the parent company's CEO and Executive Chair of the Board.

- Oversaw a multiphase, global strategic plan that increased EBITDA 17% during the first 12 months.
- Activities and results:
 - Phase 1 turnaround included restructuring the operating budget, compensation plans, and revenue targets. Additionally, revitalized global brand, relationships, and communications. Phase 2 included an organic growth plan and T&E reform.
 - Renegotiated client contracts and commissions increasing profit margins by 15-20% in the first 12 months.
 - Consolidated global operations and roles in US, EMEA, and APAC improving effectiveness and cost reduction. Oversaw human resources and legal requirements in every country.

ICON SPORTS MANAGEMENT, Stow, OH
Founder, CEO

1998 to 2015

Founded commercial marketing and representation business for the professional golf industry. Established and staffed 5 domestic and international offices. After 17 years, sold the company to William Morris Endeavor (NYSE: EDR) at a 9X multiple, the first time in IMG's 50+ year history that it purchased another sports agency.

- Funded ICON from inception, growing it to become largest independent golf agency in the world.
- Created a tangible and quantifiable ROI formula for experiential events in sports and entertainment venues, allowing unique engagement opportunities with clients and targeted customers.
- Developed a division to operate corporate hospitality experiences at major golf tournaments increasing clients' business development opportunities, generating sales for clients, and rewarding employees.
- Client industries included insurance, technology, automotive, fashion retail, stock brokerages, cosmetics, confections, health systems, and luxury consumer brands.

AMER CUNNINGHAM BRENNAN CO., LPA, Akron, OH
Attorney

1996 to 1998

Areas of legal practice:

- Probate, estate planning, real estate, commercial transactions.

BOARDS OF DIRECTORS AND BOARDS OF TRUSTEES AFFILIATIONS

Company Boards:

BROADLEAF PARTNERS, LLC | 2016 to Present

Registered Investment Advisory

www.linkedin.com/company/broadleaf-partners-llc

M7 HOLDINGS | 2018 to Present

Global Investment office, expertise in PE capital formation

www.linkedin.com/company/m7-holdings

CROSSROADS GROUP | 2023 to Present

A private holding company focused on real estate and early venture businesses

www.linkedin.com/company/crossroads-group-llc

Volunteer Boards:

- **BOUNCE INNOVATION HUB** | 2022 to Present
- **THE FIRST TEE OF AKRON** | 2021 to Present
- **THE PGA OF AMERICA, Northern Ohio Section** | 2014 to 2020
- **ROCK AND ROLL HALL OF FAME AND MUSEUM** | 2017 to 2019
- **THE GREATER CLEVELAND SPORTS COMMISSION** | 2014 to 2019

EDUCATION

The University of Akron, School of Law, Juris Doctor, 1995

The University of Akron, College of Business, Bachelor of Science, 1990

INTERESTS

Personal interests and hobbies:

- Golf, history, art, international and domestic travel, cuisine & cooking