

Marti Malloy Candidate Statement

Dear Athletes,

I have had the privilege of serving as Athlete Director on the USA Judo Board of Directors for the past four years. It is an honor to be nominated once again by my fellow athletes, and I am excited to potentially fulfill this role for another term.

During these years, I also served as the Athlete Representative to the Team USA Athlete Commission, representing judo among representatives from other sport National Governing Bodies. We meet monthly to discuss athlete rights, vote on policies impacting Team USA athletes, and address various issues directly affecting the athlete experience.

In addition, I am a member of the USA Judo Athlete Advisory Committee. Our group represents various segments of the judo community, from Juniors to Seniors, Kata to Paralympic. We meet regularly to discuss how USA Judo can better serve its athletes and collaborate closely with the organization to advance these initiatives. We also provide feedback and perspectives on issues directly impacting USA Judo athletes.

My commitment to these committees stems from my 20-year international competition career, where I have witnessed firsthand how athlete needs can be overlooked or mishandled. This is precisely why the Athlete Director role exists, and it is the lens through which I approach all decisions and discussions.

Over the past four years, I have continued to grow in this position and have earned my Readiness for Board Service certification from the Tuck Executive Education Program at Dartmouth. This experience was invaluable, deepening my understanding of core Board responsibilities:

- **Duty of Care:** Actively participating in decision-making and exercising sound judgment.
- **Duty of Loyalty:** Prioritizing the organization's interests above personal and professional interests.
- **Duty of Obedience:** Ensuring compliance with laws and adherence to the organization's mission.

This candidacy letter aims to help you decide if I deserve your vote and whether I am the person you want speaking on behalf of you and other athletes. I promise to uphold these duties, with my greatest strength being my unwavering loyalty. I will always prioritize the organization's needs, and by extension, the needs of the athletes.

I pledge to act with integrity, representing us athletes with decency, kindness, and respect, as is expected of any judoka. I will do my best to keep you informed about opportunities and ways to get involved and offer myself as a resource to any athlete interested in governance or advice.

Over the past four years, I have learned just how much goes on behind the scenes to ensure that a non-profit National Governing Body like USA Judo is functional and supportive of its membership. The high-performance aspect is crucial, but so too are coaching, development,

refereeing, kata, the Masters division, and promotions—all essential cogs in the wheel that drives the mission to grow judo in America.

Supporting these areas, doing real work, and bringing this organization to new heights is possible. It all begins with the people who contribute to these efforts. The way we treat each other, rooted in the respect that is inherent to our sport, is crucial. It not only defines our interactions but also sets an example for others to follow. If re-elected, I promise to uphold these values, to make decisions that earn your trust, and to contribute meaningfully to the continued growth and success of USA Judo.

Thank you for your consideration.

Yours in Judo,

Marti Malloy

Marti Malloy Professional Resume

Marketing Manager | Los Angeles 2028 Olympic & Paralympic Organizing Committee (2022 – Present)

- Lead on website, email and integrated marketing.
- Project manager for all digital marketing initiatives and projects. Owner and content manager for website and fan email ecosystems.

Director of Marketing & Consumer Engagement | LARASAH (2021 – 2022)

- Spearheaded the successful launch of a hard copy journal for professionals and executives in under three months.
- Leveraged empathetic communication to secure and manage key B2B partnerships with organizations such as USOPC, DFW Police Department, Miami Dade Police Association

Senior Manager of Social Media & Marketing Programs | MyHealthTeams Inc (2020 – 2021)

- Elevated overall site traffic from organic social media by 3% YoY, acquiring a 4% YoY increase.
- Led a data-driven team, fostering engagement, support, and education across 83 individual social media profiles.
- Drove partnerships with national non-profits and influencers, enhancing brand recognition and membership growth.

Social Media Manager | MyHealthTeams Inc (2018 – 2020)

- Owned the organic social media strategy, increasing posting cadence by 250% and monthly attribution of traffic by 5%.
- Initiated a robust community management process contributing to 23% of monthly organic social media acquisitions.

Sales, Social Media, & Marketing Manager | ROPEFLEX LLC (2012 – 2018)

- Orchestrated social media strategies and influencer relationships, including collaborations with celebrities and fitness influencers.

Social Media & Marketing Manager | Dollamur Sport Surfaces (2011 – 2018)

- Managed social media strategy for martial arts, fostering partnerships with influencers and celebrities in the UFC and entertainment industry.

Education:

- Master of Science in Mass Communications - Digital Media, Integrated Marketing Communications, and New Media - San Jose State University (2013 – 2015)
- Bachelor of Science in Advertising (Honors) - Marketing Concentration - Minor in Psychology - San Jose State University (2005 – 2010)

Skills & Qualifications:

- MS Office Suite • Paid Advertising (Facebook, Twitter, Instagram, Pinterest) • Asana • Agora Pulse • Hootsuite • Google Workspace • Google Analytics • Content Production •

Live Event Planning • Photoshoot & Video Production Management • Partnership Management • WIX • Canva • AEM • Smartsheet • Salesforce Marketing Cloud

Additional Background:

- Two-time Olympian in Judo - 2012 Olympic Bronze Medalist
- World Championships Silver Medalist
- Women's Coach – San Jose State University Judo Team
- Athlete Director & Member of the Board of Directors for USA Judo
- Chair of the USA Judo Internal Athlete Advisory Committee
- Athlete Representative to Team USA Athlete Commission
- Public & Motivational Speaker