

## **Robert C. Smith, Jr.**

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In consideration of my candidacy for the position of **Board of Directors, Philadelphia Union Foundation**, I believe that contributing factors for success in the role include, but not limited to: Managing Relationships; Strategic Planning and Project Implementation; and Soccer Industry Knowledge. Listed below are some of the soccer, work and life experiences that I believe make me an ideal candidate for the Board of Directors. Please feel free to contact me with any questions or requests for additional information.

### **Managing Soccer, Industry and Community Relationships**

- I have established strong, long-term relationships with youth soccer organizations:
  - Eastern Pennsylvania Youth Soccer Association (EPYSA) President, front office and coaching staffs
  - Regional Travel Club programs
  - DELCO and Pennsylvania Area Girls (PAGS) Leagues representing approximately 12,000 players
  - Northeast Elite Clubs National League (ECNL)
  - Southeastern Pennsylvania Coaches Association
  - Chester Youth Soccer Programs:
    - Chester City United, Chester Upland Youth Soccer
    - Chester City Council, Chester Upland School District (CUSD)
- I have many years of experience as an Executive, Board Member and Volunteer Leader for the following organizations:
  - United Soccer Coaches (formerly National Soccer Coaches Association of America (NSCAA), Board Member, Professional Representative (representing U.S. professional soccer leagues and players)
  - U.S. Soccer Foundation Soccer for Success Programs in Coatesville, Pottstown, Kensington and Chester)
  - U.S. CLUB Soccer as an ID2 Evaluator
  - Gap International Possibility Fund
  - Regional Sales Operations Manager for NIKE (strong relationships with Under Armour and Adidas)

### **Strategic Planning and Project Implementation**

- Implemented NIKE Mid-Atlantic Regional Operations Structure
- Established Speciality Retail and Big Box Chain for NIKE Soccer
- Served as FC DELCO Club President and Coach:
  - Responsible for managing one of the most successful youth soccer programs in the country
  - Planned and executed the NIKE CUP, a competitive tournament for 650 teams

- Managed the Philadelphia Union Summer Select League for 750 players (5 Locations: Philly Soccer Club, Downingtown, Reading, Marlton, NJ and Delaware)
- Led, facilitated or managed Facilities Design, Development and Programming for:
  - United Sports Training Center: \$12 million, 40 acre indoor/outdoor facility in Downingtown, PA
  - DE TURF: \$20 million, 100 acre all turf outdoor facility in Delaware
  - Academy Sports Complex: indoor facility, 20,000 sq. ft, Downingtown
- Managed the JOGA Bonito Mid-Atlantic Tour:
  - Site Selection (40 locations and Regional Final at Corona Park, NY)
  - Staffing, Club and Player Recruitment
  - Promotions, Event Management, Operations Planning and Logistics
  - Tournament Director for USA Final

## **Soccer Industry Knowledge**

- President and Head Coach, FC DELCO Soccer Club
- EPYSA Olympic Development Coach
- Established and helped to develop Nike Soccer Mid-Atlantic retail base:
  - Tournament Development (Surf Cup, Nike Cup, Nike International Premier Cup)
  - Grass Roots Youth Sports Marketing Program
- Significant Awards and Recognition:
  - **Pennsylvania Soccer Hall of Fame 2017 Class**
  - FC DELCO Hall of Fame
  - Service Through Soccer Award, JT Dorsey Foundation
  - PSCA Coach of the Year 2006
- Previous Philadelphia Union Roles and Responsibilities:
  - Game day on-field operations
  - Community Relations Programs
  - Philadelphia Union Soccer Camps
  - Street Soccer and 6 vs. 6 Tournaments
  - Assisted and facilitated other activities including, but not limited to, the following:
    - Philadelphia Union Foundation events
    - Sponsorship and ticket sales