

Izell Reese is the CEO for RCX Sports. A former college athlete, Reese walked on at the University of Alabama at Birmingham, eventually earning a scholarship, and posting stats that drew the attention of NFL scouts. Reese was drafted by the Cowboys in 98 and spent 7 years in the NFL, spending his career playing for the Dallas Cowboys, Denver Broncos, and Buffalo Bills. Reese joined the Reigning Champs family 13 years ago and has remained dedicated to the mission of impacting youth through sports. He has helped secure notable partnerships with top leagues and sports-centric brands including the Jr. NBA, NFL, NHL, national governing bodies and led the expansion of the organization's youth-sports initiatives.

In 2019, Reigning Champs announced the launch of RCX, an experiential events business designed to engage youth athletes, families, and fans in new, innovative, and experiential ways. Reese played an integral role in the discussions that led to RCX' partnership with NFL FLAG. As the official operating partner of NFL FLAG, RCX now also oversees NFL FLAG leagues and tournament play beginning with the operation of the NFL FLAG Championships in January of 2020; with special emphasis placed on providing support to local leagues and participant growth, specifically among girls. As part of the female participation growth, NFL FLAG helped orchestrate launching flag football for females as a collegiate sport for NAIA and NJCAA.

Since being named CEO, Reese secured partnerships with NHL, MLB, and a continued partnership with the Jr. NBA running their global championships and Jr. NBA leagues. RCX Sports is launching a new youth property in partnership with the NHL named NHL Street. NHL Street will expand across North America with recreational hockey programming, and the program is designed to be local, affordable, and age-appropriate engaging kids from ages 5-17. In the partnership with the MLB, RCX will run and reimagine their Junior Home Run Derby and Pitch Hit & Run properties.

Izell also gives back in his hometown community and recently began the process of opening a community center. The first ever NFL FLAG football field will be located at the community center in Dothan. Reese has plans to bring multiple sport events to Dothan, starting with Rivals football camp.