

# Mark M. O'Brien

President / CEO / Board Director



The \$40B+ travel and youth sports industry continues to experience tremendous year-over-year growth and momentum; no place is that more evident than at LakePoint Sports, the country's premier travel and youth sports destination, located in greater Atlanta. As the President and CEO of LakePoint since 2019, O'Brien has transformed LakePoint Sports through a commitment to culture, the launch of an unrivaled media and tech platform, and a relentless focus on excellence in the guest experience, which has led to significant top-line revenue and operating EBITDA growth, the launch of numerous real estate projects, over 2.5 million visitors annually, an annual economic impact of +\$100m, and recognition as a finalist for the 2021 Sports Business Journal Sports Facility of the Year.

O'Brien, who led a significant business turnaround for Mizuno North America, where he served as President and Chief Executive Officer of Mizuno USA and the Chairman and Officer of Mizuno Canada, is pursuing opportunities to consolidate critical segments within the travel and youth sports industry, scaling LakePoint's successes and partnering with industry leaders to create a best-in-class vertically integrated, national travel and youth sports ecosystem.

2+ DECADES OF EXECUTIVE  
LEADERSHIP EXPERIENCE



In addition to his work with LakePoint and Mizuno, O'Brien has more than two decades of executive leadership for some of the most recognizable brands in the world, including Boys & Girls Clubs of America, The Original Honey Baked Ham Company, Johnsonville Sausage and Miller Brewing Company (now MolsonCoors). He also has a diverse array of experience in the sports industry, including General Manager of the Tyler WildCatters; as well as roles with the NBA's Houston Rockets and GMR Marketing, the leading global sports and experiential marketing agency.

O'Brien is a graduate of St. Norbert College and pursued his Masters in Sports Management from Georgia Southern University. He serves as a Board Director for

the National Council of Youth Sports, Vice Chairman for the Georgia Tourism Foundation, and a Board Director position for the Atlanta Sports Council, Metro Atlanta Chamber of Commerce, Atlanta Convention and Visitors Bureau, Bartow County Convention and Visitors Bureau, as well as holding other national and statewide Board positions supporting the tourism and sports industry.

O'Brien was recognized by Sports Business Journal as a 2023 "Youth Sports: Ones to Watch" and has been featured in Sportico and other national industry media.

He and his bride, Michelle and their four daughters hail from Wisconsin and are Brewers, Bucks, and Packers fanatics!

*"Perfection is not attainable, but if we chase perfection, we can catch excellence." - Vince Lombardi*

To learn more, visit [MarkMOBrien.com](http://MarkMOBrien.com) or [LinkedIn.com/in/MarkMOBrien](https://www.linkedin.com/in/MarkMOBrien)