

# Todd Stevenson

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## SUMMARY

Highly motivated, personable, responsible self-starter. I have a lengthy track record of successful project conception and execution, and a passion for the cycling industry. My work experience reflects my diverse skill set, which includes design and marketing, local government and community relations, project management, and knowledge of bikes and bike racing.

## EXPERIENCE

### **Team Colorado**, Team Director & Founder, October 2019-Current, Louisville, CO

Founded and secured funding for a national junior road cycling team based in Colorado. Responsible for all organization, logistics, and communication for a team of 25 men and women junior riders and coaching staff to attend three training camps and five national races.

### **BUILD Sports Performance Lab**, Cycling Experience Consultant, 2020, Louisville, CO

Responsible for developing multi-day cycling experiences supporting the cycling performance, physical therapy, and recovery services offered by BUILD. Offerings range from weekend executive retreats with guest riders to packages offered to members of the local community with flexible services and group rides.

### **Bowl of Death Cyclocross Series**, Race Director, August 2020-Current, Louisville, CO

Created, permitted, organized, and executed a successful five event cyclocross series in the middle of the pandemic. Collaborated with USA Cycling, Boulder County Public Health, the Bicycle Racing Association of Colorado, and the City of Louisville to provide a safe and exciting cycling series during the fall of 2020. The COVID race protocols that I developed were used by other race promoters and directors to permit many other races.

### **Louisville Turkey Trot**, Owner & Race Experience Director, July 2013-Current, Louisville, CO

Co-owner of The Louisville Turkey Trot, a Thanksgiving Day 5K race with all proceeds going to Community Food Share in Louisville, CO. Responsible for planning, marketing, communications, racer experience, sponsorships, and donations. In 2022, The Louisville Turkey Trot generated over \$50,000 in cash donations to Community Food Share in Louisville, CO and thousands of pounds of food and clothing. Average annual participation is 7,000 runners.

### **Project Louisville**, Restaurant Concept Designer, 2013-2019, Louisville, CO

Designed and executed new restaurant concepts for POWDR Corporation at Copper Mountain, CO and Snowbird, UT as well as local businesses, including 12 Degree Brewing and POR Winehouse.

**Human Movement Management**, Event Producer, 2014, Louisville, CO

Responsible for creation and initial concept execution of the Samuel Adams Brew & View summer tour series. Modeled after the success of Movies & Trucks in the Park in Louisville, CO, Samuel Adams Brewing requested we recreate the same experience for their brand across the USA. After successfully planning, permitting, and executing the initial concept at the Newport, Rhode Island Yacht Club, Sam Adams launched the summer series in the spring of 2014

**Movies & Trucks in the Park**, Co-Owner & Founder, 2014-2016, Louisville, CO

Responsible for marketing, public/city relations, permitting, and day-of customer experience for a summer event series of free outdoor movies and food trucks in Louisville's Community Park. A three-summer series consisting of six to eight movie nights per year with an average nightly attendance of over 1,000 people and six food trucks.

**In Season Local Market**, Owner & Founder, 2008-2012, Denver, CO

Created a small chain of grocery stores dedicated to carrying products that were grown, raised, or produced from within 250 miles of each location. The markets had a cult-like following, carrying only the cleanest and most traceable food on the Front Range.

**The Preservation Group**, Lead Designer, Marketing, & Property Acquisition, 2004-2007, Denver, CO

Founded property investment company to provide small modern housing alternatives consistent with the character of historic neighborhoods in NW Denver.

**REI - Denver Flagship**, Customer Service Manager, 2002-2004, Denver, CO

Handled all aspects of customer service for REI. Daily interaction with customers, distributors, and manufactures. Responsible for product failure evaluation as a result of my industrial design background.

## **EDUCATION AND TRAINING**

**Duke University**, Bachelor of Arts in Economics, Durham NC 1997

**North Carolina State University**, Master of Science in Industrial and Product Design, Raleigh NC 2002

## **SKILLS & HOBBIES**

Woodworking, welding, furniture upholstery, cycling.

Adobe Photoshop, Illustrator, and Lightbox; Microsoft suite of software.

Better than average garage bike mechanic.

Semi-competitive cyclist with Sonic Boom Racing; Fat Bike Clydesdale World Champion 2018\* (\*everyone else froze after 4 hours of racing); completed Leadville 100 Mountain Bike Race.

Skied all 31 ski hills/resorts in Colorado in a season with my kids.