



**MANAGER GLOBAL**  
CONSULTING GROUP  
The *name* alone means results!

# A Brief Introduction to the Manager Global Consulting Group, LLC

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# Who We Are

The Manager Global Consulting Group, LLC. (MGCG) was founded in 2009 in response to several direct retainer appeals from global corporations, sports business/marketing professionals, professional athletes, corporate boards and other entities. These entities were seeking strategic counsel regarding innovative methods to better position their brands through marketing strategies and also anticipate “value-eroding” crises to simultaneously protect their valuable reputation/brand assets.

The firm and its various associates have diverse expertise in several areas mentioned below:

- Strategic Brand and Corporate Positioning Counsel (B2B and consumer)
- Corporate Issue/Crisis Management and "Issue Marketing"
- Sports Marketing & Licensing Consultation
- Mergers, Acquisition & Divestiture
- Global Product Sourcing, Market Entry Standards
- Litigation Support, Intellectual Property Matters
- Non-Governmental Organizations and Stakeholder Analysis
- Jurisdictional/Organizational Certifications Government Relations
- Product Recall Management
- Corporate Board Governance/Related Services



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# The CEO & Team Leader



Having begun his career as a gubernatorial appointed member of the Arizona Board of Regents that governed the state's multi-million dollar university system while still an undergraduate, **MGCG CEO and President Vada O. Manager** has long been respected as a premier strategist, corporate advisor/Fortune 500 board member and businessperson.

For nearly twelve years, Manager was one of Nike, Inc.'s top strategists and global troubleshooters with duties in brand marketing/corporate communications, product sourcing, litigation support, issues/crisis management and sports marketing issues. He was also a member of Nike's Corporate Leadership Team (CLT), regarded among Nike's most valued global talent. Before joining Nike, Manager served in a similar capacity at Levi Strauss & Co.'s global headquarters and was Vice President of Public Finance at the NYSE registered firm (now Wedbush Securities following the acquisition of Peacock, Hislop, Staley & Given).

Manager also serves on the board of Ashland, Inc., a Fortune 500, \$6 billion specialty chemical company. He is also a member of the APCO Worldwide's **International Advisory Council** which is comprised of former CEOs, regulators and senior diplomats. That same year he was elected to the board of the prominent Helios Education Foundation which facilitates postsecondary education programming in Florida and Arizona. Manager chairs an advisory committee at the U.S. Military Academy at West Point and is also active with the American Council on Germany. He is a former member of the Arizona State University Alumni Association Council; the Arizona Centennial Commission and Center for the Study of the Presidency (Fellow). He has appeared as a guest on CNBC, TODAY show, CNN, ESPN, FOX and his thought-leading columns have also appeared in *Sports Business Journal* and other publications.

Manager graduated from Arizona State University, where he was inducted in the Hall of Fame (CLAS) in 1999. He also conducted graduate level fee research at the London School of Economics. He and his family reside in the Washington DC area and maintain home/offices in Phoenix, Arizona and Portland, Oregon.



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# Case Studies and Expertise

## NIKE WOMENS HALF MARATHON – WASHINGTON DC 2013 & 2014

Strategic counsel and permits for iconic inaugural event on Pennsylvania Avenue.



## Production/ Global Supply Chain

Strategic Counsel to corporations regarding labor practices, country selection, etc.



## MERGERS, ACQUISITION AND DIVESTITURES

Senior member of team on several M&A projects while an in-house Nike executive & Fortune 500 board member.



## Collegiate Marketing & Licensing Agreements



Advisor on various issues and various professional global athletes competing in the following leagues/events:



FIFA



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# What Clients and Others Say

**Deb Murray Lemon, President/Partner**



*"The Manager Global Consulting Group and APCO Worldwide were excellent strategists in assisting our client in securing the necessary permit to host the inaugural Nike Women Half Marathon in Washington DC 2013. Based upon our excellent partnership, we have consulted with them on behalf of our clients in various US cities and Canada."*

**PRWeek**

**Mike McCurry, former White House Press Secretary (PR Week Profile, March 22, 2004)**

*"..He is also incredibly smooth and solid in the middle of a crisis. I've never seen anyone handle mid-air turbulence better."*



**Michael P. Crowley, President, Oakland A's (Letter - April 29, 2002)**

*"Thank you for your help regarding the law in Arizona for licensing state trainers. Since we talked, [redacted] of the Governor's office helped us to get the law amended so that a trainer, in compliance with his state or national law, could work up to 120 days in the state of Arizona without being licensed. We now consider you a member of our team. As a token of our appreciation, I have enclosed a baseball autographed by the 2002 Oakland A's."*



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