



**Showdown Partners, LLC
Executive Team Snapshots**

Jim Kirby

Director, Business Development & Creative

Jim has been a key member of the Showdown USA™ executive team since the earliest days of concept and development. His successful 30-year career in creating and executing marketing strategies for new product development programs makes him uniquely qualified to lead the creative team. He brings a wealth of domestic and international expertise in strategic planning and execution for new product introductions, repositioning, and new company identity.

Kevin Kinnear

Director, Event Production

Kevin Kinnear has over 20 years experience as consultant, designer, builder and active competitor in a broad range of racing disciplines, including virtually every sanctioned type of circle track racing, drag racing, and hydroplanes. His skill and knowledge on both the technical and the competitive side of motor sports gives him unique insight into what is required to field successful winning teams and execute commercially successful racing events.

Ryan McMichael

Director, Technology

Ryan utilizes his extensive expertise in computer science, engineering, chemistry, and mathematics to design and execute complex, global IT strategies for business. In addition, he provides real time technical and management solutions for companies in transition due to mergers, restructuring, and outsourcing. His associated experience in government and education makes him an effective communicator and manager with a unique ability to translate multi-faceted technical issues for virtually any audience.

Candace Oehler

Director, Communications

Candace is a 25-year media veteran who specializes in marketing and communications, with an emphasis on branding and identity programs for entertainment, institutional, and professional sports clients. She developed and implemented innovative campaigns to launch The Gorge amphitheater, and her management experience with one of the country's major entertainment promoters included virtually every aspect of touring arena event promotion, publicity, artist management, record production, and emerging media.



Brian Pelzel – Director Media Production

Brian has over 20 years experience managing and producing commercial and consumer broadcast media. An award-winning news producer, he became a founding partner in Piranha Productions, a full service media production company, where he conceived and managed a new division charged with developing internet services and production of media to support business to business (b2b) services. Under his leadership, Piranha expanded production of commercials and corporate media products, and achieved a position as one of the top west coast production houses for national and regional media.

**Carl Pennington
Show Manager**

Carl Pennington has specialized in the touring entertainment industry for over 30 years. His experience covers a diversity of concert and event products, including traveling entertainment from arena rock shows and musical theater, to motor sports and trade fairs. He has produced and/or promoted up to 100 events per year, in virtually every sized venue in the U.S. and Canada. His event management expertise encompasses cost planning, scheduling and contract negotiation, operational issues for site layout, venue staffing, lighting and sound resources, merchandising, concessions, and show settlement.

**Heather Thompson
Director, Media & Broadcast Research**

Heather's 25-year media career encompasses a broad range of expertise in consumer research, strategic planning, negotiations, media purchase, placement, dispute resolution and auditing. Her professional experience includes management positions at several major visibility firms and as principal of HT Media. She is an expert at managing all media-related functions, particularly planning, sales, and brand strategy for print, broadcast, online, in-store, new media, and point of sale promotions.

**George R. Todd
Director, Finance & Business Operations**

George is a 20-year financial service professional, who provides specialized consulting in founding, financing, turn-around, and mergers of entrepreneurial technology companies. He is an expert on raising private equity capital through high wealth individuals, venture funding entities, and private equity funds. His business acumen, coupled with his strategic guidance and support to business operations, has helped numerous startups achieve high profile success. George also provides financial and strategic business consulting in portfolio management, investments, and executive planning.