

# Douglas G Logan

Doug Logan has spent 40 plus years as a senior executive in the fields of entertainment and sports management. He is principally known as the founding Commissioner, President and CEO of Major League Soccer. He led the League, an LLC, through its successful launch in 1996, with 10 teams, a national footprint, and broadcast and cable distribution. He expanded the League by 2 teams, quadrupled team valuations, and raised over \$125M in sponsorship and media revenue before stepping down in October, 1999.

He was also the CEO of USA Track & Field, the National Governing Body for the sport. He led the National Team to the Olympic Games in Beijing, and oversaw the modernizing of the sport's governance. He negotiated the enterprise's endorsement contracts, tripling previous revenues.

Logan's career includes stints as a venue manager, he was responsible for the entertainment assets of a large multi-national Fortune 500 company (Ogden Corp), and was the CEO of Mexico's largest live event company ( OCESA ). He has consulted extensively with all major sports leagues and many teams. He has been a venue manager, a concert promoter, an event creator, and a facility developer.

He closed his career as an Adjunct Professor at NYU, where he taught undergraduate and graduate students. He is a former Army Officer and Vietnam Veteran. He fought with the 101st Airborne Division where he received five decorations, including two Bronze Stars.

Logan resides in Saratoga Springs, NY, and spends his days hiking, reading, writing, lecturing and mentoring a number of executives in industry.

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