

Brian Graham - Bio

Brian J. Graham is a self-motivated executive who specializes in the development, management, and evolution of businesses and organizations, primarily in the sports, events and tourism industries.

From 2007 to 2016 Brian led the Professional Disc Golf Association through a decade of record exponential growth, where memberships tripled to nearly 100,000 and sanctioned events quadrupled to 3,000+ annually. His accomplishments include conception and development of the International Disc Golf Center, creation of new events, media, and technology departments, and successful management of more than 40 national and world championship events. He co-created and served as publisher of DiscGolfer Magazine (circ. 30,000+), developed a charitable event partnership that raised over \$420,000 for St. Jude Children's Research Hospital, and formed strategic alliances with other sports organizations to produce, distribute, and broadcast their events internationally to 90Mhh annually.

Brian joined Morris Communications Company in 2017, where his responsibilities included managerial oversight of the National Barrel Horse Association, the Augusta Cutting Horse Futurity, and the Hippodrome Events Complex. In 2019 he was named CEO of the Greater Augusta Sports Council, a sports tourism organization dedicated to enhancing the quality of life and economic well-being for the Augusta metropolitan area by supporting and attracting sporting activities.

Brian has appeared as a guest panelist and presenter at the U.S. Sports Congress, TEAMS, and SPORTS Relationship conferences. In 2014, he was honored by SportsEvents Magazine with an Éclat Award for brilliant performance in the sports industry, and he was identified by Sports Planning Guide in 2016 as one of "10 events rights holders to watch". He currently advises a number of sports organizations including the American FootGolf League, and he serves on boards for the U.S. Sports Congress, Georgia Sports, Downtown Augusta Kiwanis Club, Augusta CVB, Columbia County CVB, and the Pendleton King Park Foundation.