

## Marla Messing

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### PROFESSIONAL EXPERIENCE

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#### Consultant

Los Angeles, CA

#### CAA Portas

June 2025 – Present

- CAA Portas, a division of Creative Artists Agency, is the leading global management consultancy focused exclusively on the sports industry. With more than 200 employees and consultants worldwide, CAA Portas has advised sports federations, Olympic committees, FIFA, leagues, clubs, investors, C-suite and senior sports leaders, among others, to help them deliver impact across all areas of the sports economy.

#### 2027 Women's Volleyball World Cup

August 2025 – April 2026

- Helped secure the 2027 world championship of women's volleyball for the U.S. and Canada
- Managed the venue selection process, which identified Orlando, Omaha, Quebec City and Montreal, among more than 20 cities and arenas, as sites for the Group Phase and Round of 16, with the Quarter Finals - Finals being played at the Honda Center in Anaheim
- Working with Playfly Sports, built the architecture and values for a comprehensive commercial program worth an estimated \$10-13 million
- Created a comprehensive event budget and staffing plan for OCVIBE, the entity providing the financial backing for the event
- Wrote the pitch/presentation materials used in securing the event, teasing potential business partners and generally identifying the positioning of the event within the greater sports landscape

#### Netflix Film - *Girls of Summer* (aka *The '99ers*)

January 2022 - Present

- Consultant and Executive Producer for Netflix film about the 1999 U.S. Women's National Team and the 1999 FIFA Women's World Cup, which is scheduled for release in the Spring of 2027

#### Acquisition of OL Reign

Los Angeles, CA; Seattle, WA

#### Principal/Partner

2023-2024

- Cultivated and secured prospective investments from a group of sports-oriented private equity and individual high net worth investors to pursue the acquisition of OL Reign, the National Women's Soccer League team based in Seattle, WA, that was being sold by Olympique Lyonnais ("OL")
- Worked closely with The Raine Group, the bank that was hired by OL to conduct the sale of the team, to become an official and credible bidder for the team
- Secured Joinder Agreements from the investor group and participated in the sale process as an official bidder
- Partnered with The Carlyle Group, the large private equity firm, which had also become interested in pursuing the acquisition of a National Women's Soccer League team
- Built pro forma financial models, analyzed and annotated voluminous due diligence materials, participated in meetings and due diligence sessions with Carlyle and The Raine Group, and

along with McKinsey & Company, developed a business plan for the successful acquisition and operation of OL Reign

- Introduced The Carlyle Group to key players in the soccer and Seattle sports industry, including to Adrian Hanauer, the Control Owner of MLS's Seattle Sounders, to best position Carlyle for success in the acquisition
- Carlyle, along with the Seattle Sounders, became the majority owner of Seattle Reign FC, formerly OL Reign, in June 2024

**National Women's Soccer League**

Interim CEO

Los Angeles, CA; Chicago, IL  
2021-2022

- Engaged by the NWSL to provide leadership and stability to the League following a coaching-abuse scandal, the suspension of play, and the abrupt resignation of the Commissioner and General Counsel. The collective result of the effort was a meaningful turn-around of the League from near collapse in October 2021, to stability, positive PR, new partnerships, and several expansion opportunities by the beginning of the following season in March 2022.
- Instilled confidence among League sponsors, broadcasters, and other partners of the benefits of maintaining their association with the League
- Supported continued commercial progress as evidenced by the addition of five new national sponsors totaling \$23 million over three years
- Restored trust with the NWSL Player's Association by creating a unique Common Interest Agreement to begin a joint NWSL-NWSLPA investigation into League cultural issues, which also helped staunch widespread negative coverage of the League
- Finalized the first-ever NWSL-NWSLPA Collective Bargaining Agreement
- Led the sale of the troubled Washington Spirit for a record \$35 million, and avoided litigation over myriad club issues
- Staged a successful Championship Weekend, with a nearly sold-out match, more than 500,000 viewers on CBS, and other successful ancillary events
- Created the first-ever League financial model for use in budgeting, financial management, and projections
- Oversaw the completion and approval of the 2022 League schedule, and conducted a televised NWSL Expansion and College Draft
- Led weekly Board of Governors meetings and meaningfully improved morale and productivity among League Staff

**USTA Southern California**

Chief Executive Officer

Los Angeles, CA  
2019-2021

- Hired in February 2019 to rejuvenate the sport of tennis in the Southern California area, which had a storied history and previous success in developing world-class players and hosting professional tournaments
- Supervised a staff of approximately 30 full-time employees
- Re-invigorated the office with new employees and a renewed commitment to higher quality programs, improved levels of service, stronger social media narratives, and greater engagement with existing partners, USTA National and USTA Player Development
- Secured new marketing partnerships with Tecnifibre, the BNP Paribas Open, and the City of LA
- Created the first USTA SoCal Player Development Program and secured Paul Annacone, the former coach of both Roger Federer and Pete Sampras, as its director
- Participated in the development of a 30-acre training center and academic campus, which will feature approximately 40 tennis courts and a STEM academic facility operated by the Tiger Woods Foundation

**LAFB/FC Barcelona**  
President

Los Angeles, CA  
2018

- Led the exploratory effort to establish a professional women's soccer team in the NWSL on behalf of a joint venture between LAFB and FC Barcelona
- Wrote a business plan whereby LAFB would contribute the business operations for the team and FC Barcelona, the soccer operations
- Worked with both the leadership of LAFB and FC Barcelona to prepare a strategy for securing the rights to the team, branding it "FC Barcelona LA," playing in Banc of California Stadium, and integrating the ethos of a Spanish football club into the Los Angeles community
- Straddled the fence between an organization that was focused primarily on revenues and profits (LAFB), and an organization that was focused primarily on brand expansion (FC Barcelona)

**LA 2024 Olympic/Paralympic Exploratory (Bid) Committee**  
Vice President and Executive Director, Sport Leader Relations

Los Angeles, CA  
2016-2017

- Invited to join the Bid Committee for the 2024 Olympic and Paralympic Games, to help secure the Games on behalf of the City of Los Angeles
- Spearheaded the Olympic Games Innovation Network, a group of high-profile Los Angeles and Silicon Valley technology leaders who were willing to lend their personal and corporate support to the Los Angeles bid
- Developed a plan and narrative for bringing technology and innovation to the Games to make them more a) relevant to young people, b) engaging to spectators, c) efficient for athletes, and d) sustainable for Host Cities
- On September 13, 2017, the 2024 and 2028 Olympic and Paralympic Games were awarded to Paris and Los Angeles, respectively, and the work of the LA 2024 Exploratory Committee came to an end.

**1999 FIFA Women's World Cup**  
President/CEO

Los Angeles, CA  
1996-2000

- Created and executed the strategy for the first large scale women's-only sporting event staged in the United States
- In a three-year period, built a comprehensive business organization from the ground up, which included 200+ employees in six U.S. cities
- Led all business operations, including corporate and retail (ticket) marketing, public relations and communications, general administration, and event operations
- Negotiated partnerships with stadiums, sponsors, broadcasters (ABC, ESPN, Lifetime), media companies (Sports Illustrated, Time), and ISL Marketing
- Created a unique marketing relationship between the Organizing Committee and the US Women's National Team, which allowed for the integration of national team and event marketing, as well as providing the players with additional compensation
- The 1999 FIFA Women's World Cup attracted a record 650,000 spectators and an estimated cumulative world-wide television audience of 800 million viewers.
- The event generated \$40 million in gross revenues, and a \$2 million surplus
- Executive Producer and Subject of Netflix film, The Girls of Summer, based on the story of the 1999 US Women's Soccer team and the 1999 FIFA Women's World Cup

**Major League Soccer**  
Co-Founder, Senior Vice President

Los Angeles, CA  
1995-1996

- Served on the original 5-person management team that conceived and launched Major League Soccer, a Division I professional soccer league that is currently in its 25<sup>th</sup> year of operation

- Participated in presentations to prospective investor/operators that raised \$50 million from Philip Anschutz, Lamar Hunt, Robert Kraft, Stuart Subotnick, among others
- Headed the development of the league's initial licensing and corporate identity program in collaboration with Nike, adidas, Reebok and Puma
- Spearheaded event plans relating to the unveiling of the team and league logos, as well as the Opening Match in San Jose, CA

**1994 FIFA World Cup**

Executive Vice President

Los Angeles, CA

1992-1995

- Served on the 4-person Executive Management Committee
- Headed tickets sales and operations resulting in a record 3.5 million tickets sold
- Spearheaded the staging of the FIFA Final Draw, which attracted a world-wide television audience of 600 million people, and the first FIFA World Cup Expo
- Negotiated agreements and acted as a liaison for the Three Tenors Concert at Dodger Stadium and a series of promotional concerts at the Hollywood Bowl
- The 1994 FIFA World Cup generated \$350 million in gross revenues, and a \$70 million surplus

**Latham & Watkins**

Corporate Attorney

Los Angeles; NYC

1989-1992

**CIVIC ACTIVITIES AND BOARD SERVICE**

<b>USA Gymnastics</b> , Board of Directors	2026 - Present
<b>Brown University</b> , President's Advisory Council on Athletics	2025 - Present
<b>World Technology Games</b> , Advisory Board	2023 - 2025
<b>City of Los Angeles</b> , Commission on the Status of Women	2019 - 2023
<b>Los Angeles Sports and Entertainment Commission</b> , Advisory Board	2015 - Present
<b>Los Angeles Sports Council</b> , Board of Directors	2019 - Present
<b>2025 Laver Cup</b> , Los Angeles Bid Committee	2021 - Present
<b>Brown University</b> , Parents Athletic Leadership Council	2015 - 2019
<b>U.S. Soccer Federation</b> , Board of Directors	2021 - 2022
<b>University of Chicago Law School</b> , Visiting Committee	2014 - 2019
<b>Brentwood School</b> , Board of Trustees	2005 - 2016
<b>SoCal Committee for the Olympic Games</b> , Board of Directors	2006 - 2010
<b>U.S. Soccer Foundation</b> , Board of Directors	2000 - 2005

**HONORS**

<b>Champion in Sports Business</b> , Sports Business Journal	2019
<b>Woman of the Year</b> , Women in Sports and Events	2000
<b>Female Executive of the Year</b> , Sports Business Journal	1999
<b>Forty Under 40</b> , Sports Business Journal	1999

**EDUCATION**

<b>University of Michigan</b>	B.A.
<b>University of Chicago Law School</b>	J.D.