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CAPITAL

AARON RYAN *Investment Committee*

Aaron Ryan is currently the President of NorthRock X, a first of its kind personal office that manages athletes and entertainers.

Ryan previously served as Commissioner & President of Overtime Elite (OTE), the global basketball league for the next generation of athletes and fans.

Ryan also served as Chief Operating Officer at Relevent Sports Group, the owner and operator of the International Champion Cup, where he oversaw all internal business functions, focusing on the continued growth of the largest privately owned soccer company in North America and Asia.

This followed a notable 22-year career at the National Basketball Association, where he helped manage business operations of numerous properties within the league. Ryan most recently served as Senior Vice President of the NBA 2K League, the first official esports league operated by an American professional sports league. At the NBA 2K League, Aaron led all sales, marketing strategy, and branding efforts associated with the launch of the league and the 17 inaugural franchises, leading to tip off in 2018.

Prior to the NBA 2K League, Ryan managed the overall business operations for USA Basketball including sponsorship sales and marketing for the Men's and Women's Olympic basketball teams. He also oversaw the NBA's Marketing Solutions, Activation, and hospitality groups responsible for building partnership concepts and solutions for new global prospects as well as current marketing partners across all NBA properties.

Ryan received a bachelor's degree in political science from Miami University, where he was a member of the men's soccer team, and an MBA from Cornell University.

Ryan formerly held the role of Vice President of the NBA's industry-renowned Team Marketing & Business Operations department, cultivating day-to-day league business relationships with several NBA franchises and advising those franchises on ticket sales, sponsorship development, customer retention, digital sales and marketing. He joined the NBA in January 1996 and spent time as Senior Manager of Live Production and Entertainment, where he served as lead producer and the chief production liaison for NBA marquee events.

