

NICK CURL

Nick Curl, one of the most respected race directors in the world of marathons, having served as Director of Operations and Vice President of the LA Marathon for 15 of the 23 years the event was staged, has been named Race Director for the new marathon ownership group. Curl began his tenure with the LA Marathon in 1986 where he served as Director of Operations for five years. In 1991, he took the position of General Manager of the Olympic Velodrome on the campus of Cal State Dominguez Hills. Charged with increasing revenue and exposure, Nick was able to turn a 10,000 seat cycling venue into a regular stop on the Los Angeles concert circuit. Between '91 and '96, Nick booked hundreds of events, including national concert tours with headliners such as Metallica, Green Day, Beastie Boys, Lollapalooza and many more. Additionally, Curl and his team were contracted to promote and book all concerts, commercials and filming on campus.

In 1996, Curl returned to the Marathon as V.P & Race Director. Charged with directing all aspects of the event, he handled all staffing, promotions and securing agreements with all race related venues. He coordinated sponsor commitments as well as relations with City, County and State agencies. Along with his responsibilities at the LA Marathon, Nick continued managing his consulting and production company. His creativity and management skills have helped in the success of the Coachella Valley Music & Arts Festival, Stagecoach Country Music Festival, Arroyofest, and Freedom Flight America.

Prior to returning to the LA Marathon, Nick was VP for the Home Depot Center (HDC is an AEG facility). HDC is a 125-acre facility that consists of a 28,000 seat soccer stadium, 9,000 seat tennis stadium, 10,000 seat T & F venue, a 3,000 seat indoor velodrome, plus 18 tennis courts & 11 soccer fields. HDC is home to the US Men's & Women's National soccer teams, 2 MLS teams, West Coast Hi-Performance Training Center for USTA, and Athletes Performance, a core athletic fitness & training company.