

JOHN LOPES

CHAIRMAN & CEO, LST COMPANIES

BOARD OF DIRECTORS | ARMED SERVICES YMCA

John Lopes serves as the Chairman and CEO of the LST Companies, a Sports Business Journal Best Places to Work, innovating across marketing strategy, conversational AI, supply chain logistics, event production, grandstand construction, speaker and talent acquisition, sports, entertainment and defense.



John graduated in 1985 from The United States Military Academy at West Point where he was co-captain of the Army football team and class president. He then served in the U.S. Army as an air-cavalry helicopter pilot and as the aviation headquarters company commander of the Seventh Infantry Division during Operation Just Cause in the Republic of Panama.

Following military service in 1990, John graduated from the Duke University School of Law and later lectured at Purdue and the University of Texas as well as for corporate clients such as Apple, Motorola, Exact Target, 7-Eleven, the New York Stock Exchange and the Canadian Marketing Association.

Experience. Through 1997, John practiced law for Gardere & Wynne in Dallas with a focus on private commercial law representing sports-related clients in NASCAR, the NFL, professional soccer and the NBA's Dallas Mavericks.

For 20-years following law practice, John's career reached the top of international auto racing, leading the commercial business of Indy 500 champions Andretti Autosport, promotions company Andretti Sports Marketing as well as operations for IndyCar's publicly traded CART Series (NYSE). In 2014, John brokered a collaborative venture with publicly traded marketing giant MDC Partners as part of LST Marketing's early growth strategy, which led to the acquisition of the Roger Staubach owned PPI Marketing, Andretti Sports Marketing, a nationally known speakers bureau and esports event agency, Abacus3, later sold to private equity.

John went on to serve as the CEO of the LST Companies, LST Marketing, LST Health Tech, CrowdWave, their subsidiary enterprises, PrairieFire, and Andretti Sports Marketing, while being recognized by Social Media Marketing Magazine as one of the top 100 marketers on Twitter.

Today, John's partnerships include an international logistics consultancy focused on military supply chain in partnership with DHL, an artificial intelligence company supporting conversational AI in sports, entertainment and healthcare in partnership with Capacity and a leading grandstand and event infrastructure business.

John has managed marketing experiences, sponsorships, public relations programs, social media campaigns, contract negotiations, business-to-business platforms, public-private partnerships and brand growth initiatives for

a Who's Who of world class brands, including Red Bull, eBay, DHL, GXO, Family Dollar, BNSF Railway, FSI Defense, Hankook Tires, Indianapolis Colts, Dallas Cowboys, USAA, Lockheed Martin, Army Air Force Exchange Service, American Airlines, 7-Eleven, RTIC Outdoors, Dr. Pepper, Honda, Chevrolet, Volkswagen, Chrysler, AdvoCare, Indiana University, West Point, the U.S. Air Force Academy, Hillwood, Univision, Texas Rangers, Pro Football Hall of Fame, Advance Auto Parts, Big Machine Label Group, Methodist Sports Medicine, Indianapolis Motor Speedway, Coca Cola, Lamborghini, NYSE, Jim Beam, Canadian Club, Budweiser, MillerCoors, Nestle Waters, Hershey's, Mars Snack Foods, Province of Ontario, Tourism Toronto, St. Petersburg Clearwater Convention and Visitors Bureau, GoDaddy, Motorola, Sprint and more.

John has produced and operated major urban events in the United States, Brazil, Spain, Canada, Japan, Mexico, Australia, England, Barbados and Germany.

Board Service. John Lopes' board service includes current work for ASYMCA and the LST Companies with past work for Staccato, Prairiefire, Championship Auto Racing Teams (NYSE, CART), ACCUS (FIA Automobile Competition Committee of the United States), The Michael Andretti Foundation, Dallas Children's Hospital Camp Jubilee, Big Brothers and Sisters of Dallas, Boys & Girls Clubs of Indianapolis, and the Franchise Owners Board of CART/IndyCar.

<https://www.linkedin.com/in/johnlopesmarketing/>