

JOHNNIE PERKINS

Sacramento, CA | 619.385.0474 | jperko307@gmail.com
[linkedin.com/in/johnnie-perkins](https://www.linkedin.com/in/johnnie-perkins) | johnnieperkins.com

NIL COMPLIANCE, GOVERNANCE, REGULATORY AFFAIRS & STUDENT ATHLETE SERVICES STRATEGIST

Regulatory Compliance | Athlete/Family Engagement/Development | Recruiting Engagement | Financial Management
Contract Negotiations/Development | Relationship Management | Governance Structure | Compliance Oversight

Strategic and service-driven executive certified and compliant in all 50 states in Name, Image & Likeness (NIL), with deep expertise navigating complex compliance landscapes across regulated industries. Experience in holistic development of student athletes including ensuring career readiness, personal development, and transition beyond sport. Experience in compliance operations, working with the NCAA and College Sports Commission (CSC) to educate student athletes and their families on rules, regulations and bylaws relating to NIL and revenue sharing. Developed education program for student athletes understanding NCAA and CSC rules, regulations, and compliance requirements. Trusted mentor known for elevating institutional trust, negotiating high-value contracts, and fostering alignment among athletes, families, government leaders, and community stakeholders. Experience in legislation creation and monitoring and making high-level presentations before various stakeholders. Manage financial aid planning, waiver submissions, recruiting activities including Individual Associated with a Propsect (IAWP) and resolution for NCAA violations. Decisive decision-maker with excellent oral, written, and interpersonal communication skills. Purpose-driven coach bringing cross-sector experience building athlete-focused systems, integrating operational oversight with regulatory alignment to empower student-athletes to thrive on and off field.

NIL & ATHLETE-CENTERED EXPERIENCE

- **NIL CERTIFICATION:** Completed training through Sports Management Worldwide in NCAA compliance, athlete brand development, NIL contracts, and education strategy for student-athletes and families.
- **SPORTS PERMITTING & COMPLIANCE ADVOCACY:** Advised indoor sports venue through permitting issues, preserving \$2M investment by building partnerships with nonprofits and community groups.
- **ATHLETICS INVOLVEMENT & ON-FIELD INSIGHT:** Active football referee, basketball official, and baseball umpire, bringing years of experience enforcing rules, resolving disputes, and supporting athlete development.

PROFESSIONAL EXPERIENCE | KEY ACHIEVEMENTS

PLIABLE MARKETING (NIL Agency) | NIL Consultant – Contract Development/Negotiations, Compliance & Education January 2026 | Current

Provide professional strategic counsel on all aspects of Name, Image, and Likeness (NIL) and revenue sharing including contract structure, creation, negotiation, and execution. Advise athletic departments and athletes on NIL matters related to NCAA, institutional, athletic departments, and conferences requirements on compliance with the College Sports Commission and NIL Go. Provide expert guidance on educational requirements and programs across the high school and college sports spectrum ensuring rules and regulations for NCAA, university and conference standards are followed. Educate and empower athletic departments, student athletes, and their families to pursue athlete branding and NIL opportunities.

PERKINS CONSULTING | Strategic Advisor – Compliance, Operations & Stakeholder Strategy August 2023 | Current

Advise public and private sector clients on regulatory navigation, permitting, and community engagement initiatives. Guide compliance readiness, operational restructuring, stakeholder alignment, and policy strategy in highly regulated environments. Preserved \$2M investment in sports facility and increased return on investment by 5% and annual financial projection in first year by \$50K.

REFEREE/UMPIRE | Football Referee, Basketball Official & Baseball Umpire January 1995 | Current

Extensive knowledge of football, basketball and baseball rules, and mechanics. Chief umpire for various associations and instructor for first and second year officials. Football referee, basketball official and baseball umpire for youth, high school, and collegiate levels.

CITY OF SPOKANE/SAN DIEGO | Executive – Ops, Compliance & Public Engagement Mar 2017 | Aug 2023

Held executive leadership roles, overseeing budgets up to \$1.4B and leading service delivery across 2,400+ staff in highly regulated environments. Focused on modernization, compliance systems, risk mitigation, policy oversight, and public trust.

ATHENS SERVICES | EVP – Strategic Operations & Partnerships**Dec 2014 | Mar 2017**

Directed contract strategy and operations for 12 municipalities, managing \$150M budget and 200-truck fleet operations. Focused on growth, regulatory alignment, sustainability initiatives, compliance strategy, and public-private collaboration. Enhanced division budget by over 50% securing new business account increasing revenue from \$200K to \$300K annually.

REPUBLIC SERVICES | Director, Municipal Relations/Government Affairs**Oct 2006 | Dec 2014**

Led \$1B municipal contract portfolio across 11 states, managing four direct and 62 indirect reports while directing business development, lobbying, and service expansion strategy. Designed and executed long-term partnership models that drove revenue growth and customer retention. Implemented safety programs that elevated accountability and reduced operational risks across multiple service markets. Secured multi-year contract renewals by enhancing customer engagement, pricing structures, and public relations. Successfully increased annual budget \$1M adding new service line with a 10% ROI. This was new revenue added during a competitive bid process.

TECHNICAL ACUMEN | INDUSTRY EXPERIENCE | PROFESSIONAL METHODS

SOFTWARE, SYSTEMS, & APPLICATIONS: Microsoft Office Suite | Salesforce | HubSpot | Zoom | LSDBi | RSRO | Sales Tracking Systems
Nextiva | Customer Relationship Management (CRM) Platforms

INDUSTRIES: Sports & Athletics (Governance & Officiating) | Community-Facing Enterprises | Municipal & Local Government | Utilities & Public Infrastructure | Environmental Services | Recycling & Waste Operations | Transportation & Fleet Operations | Regulated Public-Private Partnerships

OPERATIONAL METHODOLOGIES: Regulatory Compliance Execution | Labor Negotiations | Operational Audits | Performance Metrics Development | Crisis & Emergency Response Planning | Stakeholder & Community Engagement

AREAS OF EXPERTISE

NIL Compliance | Regulatory Oversight | Contract Negotiation | Stakeholder Engagement | Brand Strategy | Community Outreach
Risk Mitigation | Policy Design | Program Development | Talent Coaching | Strategic Operations | Public Affairs | DEI Leadership
Financial Acumen | Donor Relations | Government Relations | Athlete Education | Crisis Response | Partnership Building | Operational Leadership | Financial Management

EDUCATION

BACHELOR OF ARTS IN POLITICAL SCIENCE | University of California, Los Angeles (UCLA)