

# Dylan J. Packebush, MBA, CPRP

Portland, Oregon

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## Community Health Advocate and Program Manager

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Seasoned, goal-focused professional with demonstrated track record of leading teams and staffs in growing businesses and developing successful engagement and activation initiatives. Proven expertise in driving efficiency and productivity through evaluation of infrastructure and implementation of process improvements. Strong leader with success directing projects from inception to conclusion. Collaborate directly with directors, supervisors, and elected officials. Prolific writer with a large repertoire of published work and writings.

- Budget Administration
  - Strategic Planning
  - Research and development
  - Member Services/ Engagement
  - Community Outreach
  - Cost Analysis and Reduction
  - Profit & Revenue Optimization
  - Stakeholder Relations
  - Staffing Analysis/ Evaluation
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## Career Experience

Adaptive Sports Northwest, Portland, Oregon

**Special Project and Grant Manager**, 9/2019 - Present

Awarded \$50k grant by the National Center on Health, Physical Activity, and Disability. Administer grant process. Partner with the Oregon Office on Disability and Health, Oregon Health and Science University, and Portland State University. Direct Inclusive Health Coalition to create network of health strategies for people with disabilities throughout the Portland Metro Area and State of Oregon.

GreenPlay, LLC/ GPRED, Louisville, Colorado

**Project Manager/ Consultant/ Research Associate**, (Portland-based) 12/2014 – 8/2019

Developed comprehensive and innovative strategic plans and actions for parks and recreation agencies aligning with individual community needs and public health programs. Managed multiple, simultaneous projects and lead project teams involving directors, supervisors, senior planners and elected officials several departments. Directed staff in implementing strategic plans, feasibility studies, and marketing strategies for parks and recreation agencies across America. Conducted analysis on organizational infrastructures and research parks and recreation trends. Provided insights on financial, operational, marketing, management and staffing, budget, and level of service.

Key Contributions:

- Supported 30+ agencies across the country with strategic planning and management services.
- Developed and managed project schedules to ensure deliverables are completed on time.
- Lead implementation of public engagement tools including focus groups, workshops, and surveys.
- Developed and edited various report materials including grants, proposals, briefs, and plans.

Warsaw Sports Marketing Center, Eugene, Oregon

**Strategy Consultant**, 9/2011 – 7/2013

Provided consultation to several brands and businesses including Ninkasi Brewing Company, O Heroes, Inov-8, Willamette Pass Resort, and University of Oregon Athletics. Worked and collaborated with multiple teams simultaneously, spanning through all departments of businesses. Analyzed business data and conducted relevant research to identify business' needs and areas of growth.

Key Contributions:

- Created and implemented innovative business and marketing strategies.
- Developed grants, proposals, briefs, and reports on multiple occasions.

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Special Olympics Alaska, Anchorage, Alaska

**Assistant Manager**, 8/2009 – 7/2011

Oversaw and managed operations for sports training and competitions. Coached and managed the training and professional development of official volunteers, coaches, leaders, and provided educational workshops to volunteers. Supervised staff and athletes and coordinated logistics strategies. Led and coordinated fundraising efforts and planned events targeting donors. Fostered new and maintained existing relationships with participants, vendors, board members, and donors.

Key Contributions:

- Supported and managed over 2k athletes and led 1.5k volunteers.
- Exceeded donation goals with donor events and in multiple instances raised up to \$250k.

University of Nevada, Las Vegas Athletic Department, Las Vegas, Nevada

**Game Operations Staff**, 10/2005 – 5/2009

Prepared athletic facilities and fields for all practices and games throughout multiple sports seasons. Partnered with marketing staff to implement day-of and on-site activations. Trained student staff. Member of operations staff for conference and national championships and 2008 Las Vegas Bowl.

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## Education and Credentials

**Master of Business Administration  
Sports Business**

University of Oregon, 2013

**Bachelor of Science  
Recreation**

University of Nevada, Las Vegas, 2009

## Professional Training and Affiliations

**Cert. Inclusivity Assessor**, SUNY-Cortland/IRRC, 2020 – Present

**Exercise Science/PE Advisory Committee**, Portland Community College, 2020 – Present

**Board of Directors**, Adaptive Sports Northwest, 2018 – Present

**Cert. Parks and Recreation Professional**, Nat. Recreation and Parks Assoc., 2016 – Present

**Contributor/Writer/Speaker**, GP RED, 2015 – 2019

## Sample of Publications/ Educational Session Topics

Packebush, D. (2019). Site Planning. *Parks and Recreation Business Magazine*, August, Voices of Parks and Rec, August, 37-39.

Cares, C., Dunlap, B., Layton, R., Packebush, D., & Penbrooke, T. (2019). Beyond Proximity: The Role of Awareness and other Aspects Influencing Use of Parks and Recreation. *National Recreation and Parks Association*.

Packebush, D., & Reiney, J. (2018). Adding Cost Recovery to a Needs Assessment Can Bring More Clarity to Parks Planning. *The Leading Edge Newsletter*. Fall 2018.

Packebush, D. (2017). What is a Brand? *Parks and Recreation Business Magazine*, Manager's Toolbox, September, 54-55.

Packebush, D. (2017). Developing a Strategic Marketing Plan. *Parks and Recreation Business Magazine*, Manager's Toolbox, May, 52-53.

Chew, M., & Packebush, D. (2017). Boomer and Millennial Generation Team Building Tips. *Athletic Business*, June, <http://www.athleticbusiness.com/professional-development/boomer-and-millennial-generation-team-building-tips.html>

Packebush, D. (2015). Changing the Conversation. *The Alabamian – A Publication of the Alabama Parks and Recreation Association*, Summer, 18-19.