

JONATHAN SHERIFF

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PROFESSIONAL SUMMARY

Sports administrator, athletic director, and program manager with nearly 30 years of experience in sports governance, nonprofit operations, athletic program leadership, event management, eligibility compliance, and board relations. Currently volunteering in governance and program development for the LA Sports Hall of Fame at the Los Angeles Sports Council. Holds dual master's degrees in Sport Management and Educational Administration; certified project manager, data analyst, and registered athletic administrator.

CORE COMPETENCIES

Athletic Program Leadership & Administration; Sports Governance & Nonprofit Operations; Event & Tournament Operations; Bylaws Policy Interpretation; Student-Athlete Eligibility & Compliance; Board Relations & Executive Communications; Strategic Planning & Organizational Development; Budget Management & Fiscal Oversight; Stakeholder & Community Engagement; Project Management (Google Certified); Data Analytics & Visualization (Power BI); Membership Development & Partner Onboarding; Coaching & Youth Development; CIF/NCAA Compliance.

EDUCATION

- MS, Sport Management: Sport Administration (05/2026), Liberty University – Lynchburg, VA
- MS, Educational Administration (10/2001), National University – San Diego, CA
- BS, Education (06/1997), Ohio University – Athens, OH

CERTIFICATIONS

- National Interscholastic Athletic Administrators Association Registered Athletic Administrator
- Google Project Management Professional Certificate
- Microsoft Power BI Data Analyst Professional Certificate
- Salesforce Sales Operations Professional Certificate (in-process)
- California Biological Science and Physical Education Credential
- Preliminary Administrative Credential

PROFESSIONAL EXPERIENCE

Los Angeles Sports Council - Program Management Consultant – Los Angeles, CA (11/2025–Present)

- Authored a 5-year strategic plan and operational framework for the LA Sports Hall of Fame initiative, integrating an AI engine development framework for data management alongside bylaws, selection criteria, and a \$30+M capital budget proposal presented to the executive board.
- Produced board-ready project charters, KPI dashboards, and executive presentations to guide strategic decision-making by organizational leadership.
- Designed a comprehensive membership booklet outlining tiered benefits, partner onboarding, and engagement expectations for a growing member base.

- Contributed research for a formal Request for Proposal (RFP) to bring the World Union of Olympic Cities (WUOC) to Los Angeles in 2027.
- Managed logistics including guest check-in, pre-event setup, silent auction web development, and stakeholder gifting at the LA Sports Awards for 325+ guests.

Los Angeles Unified School District - Athletic Director (2011-2024), Teacher, Associated Student Body Advisor, Coach (8/2007-6/2026)

- Served as primary liaison among coaches, CIF-LA office, district administration, and families by enforcing policy, resolving eligibility conflicts, and maintaining operational compliance.
- Processed 500+ student-athlete eligibility determinations annually across 20 sports programs and 36 competitive levels via Home Campus SaaS eligibility platform.
- Interpreted and applied CIF-LA Gold Book to resolve eligibility questions, transfer disputes, and participation appeals; ensured Title IX and Title V compliance.
- Hosted and directed 4 annual invitational volleyball tournaments, managing brackets, scheduling, venue setup, and post-event evaluation for 16 competing teams.
- Coordinated participation in CIF-LA and CIF State playoff and championship events managing transportation, eligibility clearance, and event-day logistics.
- Created and maintained school athletics websites (Edlio CMS) and managed social media to promote programs and engage the school community.
- Led and guided the Assistant Athletic Director, 50+ coaches and volunteers, to strengthen coaching performance and day-to-day operational consistency.
- Managed a \$150K+ athletics budget and oversaw procurement, vendor relations, and a \$300K+ apparel and uniform inventory.

CIF GOVERNANCE

California Interscholastic Federation - Los Angeles Board of Managers

- Coach Representative, West Valley League (2011-2013)
- Athletic Director Representative, Central Valley League (2023-2024)

SPORTS LEADERSHIP HIGHLIGHTS

- LAUSD Interscholastic Athletic Director Level of Excellence Award (2021–2022)
- California State Athletic Directors Association Norm Mackenzie Award (04/2016)
- Coaching Experience (1998–2024): Basketball, Golf, Cross-Country, Football, Soccer, Volleyball
- Volleyball Official: High School, Community College, and NCAA Division III (7/2009-6/2012; 7/2025-Present)

EARLY CAREER

- Ocean View Junior High School – Assistant Principal; Director of Instructional Technology (7/2006-6/2007)
- Los Angeles Unified School District – Teacher; Dean of Students; Program and Technology Coordinator (9/1997-6/2006)