Liese Abili – Visionary Sports & Business Executive

Liese Abili is an accomplished leader and strategic innovator in the global sports industry, bringing over 15 years of expertise in business development, sports management, and strategic partnerships. His career is defined by a results-driven approach, securing multimillion-dollar sponsorships, managing high-profile events, and fostering global collaborations that drive economic impact and elevate brands on an international scale.

Most recently, Liese served as the **Vice President of Sports Development & Partnerships** at the **Florida Sports Foundation (FSF)**, where he played a pivotal role in increasing Florida's sports industry economic impact by **170%—from $54.6 billion to $146.54 billion**. Under his leadership, FSF expanded its industry partnerships from 27 to 41, diversifying collaborations across corporate, hospitality, and sports sectors. His stewardship of the **FSF Grant Program** oversaw the distribution of **over $12 million** in funding for more than 500 sporting events, solidifying Florida as a premier destination for national and international competitions and named the #1 state for sports economic impact in the U.S. in 2023.

Beyond event management, Liese redefined FSF's **sports trade show and conference strategy**, pioneering a **co-op and buy-in program** that enhanced Florida's visibility at global industry events. His leadership extended to major sporting events, including the **AAU Junior Olympics, National College Championships, World Athletics Cross-Country Championships, King of The Court Volleyball Championships, World Teqball Championships and Regional Sport Accord, Sportel**, among others. He was also supported in Florida's efforts for bids on the **FIFA 2026 World Cup** and served on key committees such as the **NFL Pro Bowl Host Committee and Super Bowl Bid Committee**.

As **Founder of EZ Sport Service**, Liese has further demonstrated his ability to help international sports businesses successfully navigate and operate within the U.S. market**.** His firm has worked with major organizations, including **BeStrong, International Sports Convention, Sports Express International, and Consolution**, to create market entry strategies, grassroots sports programs, and sponsorship development initiatives. His multilingual abilities in **English, French, Mandarin Chinese, and African languages** provide him with a unique cultural fluency that fosters strong relationships and strategic growth in diverse markets.

Liese is also recognized for his **public speaking and thought leadership**, frequently engaging at global conferences and industry panels. He has led initiatives that bridge the gap between **sports, business, and economic development**, ensuring that organizations he works with are positioned for sustainable success.

With a Master's degree in **Sports Management** and a Bachelor's in **Public Policy & Political Science**, Liese blends strategic vision with operational excellence, continually shaping the future of sports business development. His work is driven by a passion for **innovation, collaboration, and community impact**, making him a transformative force in the industry.