



D. J. Allen, MBA

Xs & Os of Success – Performance Coach, Speaker & Author

D.J. Allen has combined his love for business with his passion for leadership and sports. He is a speaker, author and founder of Xs & Os of Success – a leadership, organizational and professional development company which helps individuals and teams maximize their potential in business and life. Allen also serves as a performance coach for business leaders, sports teams, coaches and athletes throughout the nation. He has worked with first round draft picks as well as All-Americans at both the college and prep levels.

The Xs & Os of Success works with a network of national contacts in the sports industry – including coaches, athletes and administrators – to help provide a unique insight into creating successful environments that produce winning results in the field of business – and in life. From keynote addresses to multi-day retreats to sustainable leadership programs, Allen and his team produce real results for clients. In addition to his role as a top performance coach with business leaders and athletes, Allen has served as a keynote speaker for such national organizations as: Life is Beautiful, American Cancer Society, IMG College, Buffalo Wild Wings and Paciolan. He's also a communications consultant for various sports-related organizations and events throughout the nation.

Allen is co-author of the book *The Xs and Os of Success: A Playbook for Leaders in Business and Life* with current University of Oklahoma head basketball coach Lon Kruger, who was the first coach in history to take five different programs to the NCAA Tournament (Oklahoma, UNLV, Illinois, Florida & Kansas State). Allen also serves as the Vice Chairman of the Dave Rice Foundation, which is led by former UNLV head basketball coach Dave Rice. The foundation supports the fight against autism in Nevada. (Allen's son was diagnosed with autism at two years old.) Allen has also been involved with Coaches vs. Cancer for the past 10 years. Coaches vs. Cancer is a national partnership between the National Association of Basketball Coaches and American Cancer Society.

Allen is the former Sr. Associate Athletics Director of External Affairs for UNLV Athletics overseeing the department's marketing, communications and community outreach efforts. During his time working with the UNLV program, the Runnin' Rebel brand returned to national prominence. Under his direction, local interest – and attendance – jumped to its highest levels in two decades as UNLV led the West Coast in attendance and reached the Top 15 nationally in average attendance (out of 350 Division I programs).

A native of Southern Nevada, Allen established himself in the business community as the founder of Imagine Communications, a Nevada-based public relations and advertising firm, which was named the 2009 Small Business of the Year by the Las Vegas Chamber of Commerce. In 2011, Imagine Communications was named the Best Midsize Agency in the market by the Las Vegas Business Press. In his time with Imagine, Allen was named the SBA's 2005 Small Businessperson of the Year for Henderson and was honored by In Business Las Vegas (2004), Las Vegas Business Press (2007) and Nevada Business Journal (2010) for being one of the top professionals in Las Vegas under the age of 40. He is the past chairman of the Henderson Chamber of Commerce's Board of Directors and is a past recipient of the Chamber's Outstanding Member of the Year award. Allen is a graduate of the Leadership Henderson Class of 2002 and later served as co-chair of Leadership Henderson's Steering Committee.

Allen - who earned his master's in business administration from the University of Nevada, Las Vegas as well as his bachelor's degree in communication from UNLV - has also facilitated strategic planning sessions for business, government and non-profit organizations. A former lay preacher at Las Vegas' Community Lutheran Church, Allen has also spoken to high school students from every state in the nation through "The D.J. Allen Project," an inspirational presentation for youth about special needs students. Allen served on the governor-appointed Blue Ribbon Commission on Education Reform for the state of Nevada representing small business. He is also an active member of the Las Vegas Bowl executive committee, Clark County School District's School-Community Partnership Advisory Board as well as UNLV's Lee Business School Alumni Advisory Board. He is a founding board member of the Henderson Community Foundation & Friends of the Henderson Libraries. He also serves (or has served) on boards for such organizations as the Boys & Girls Clubs of Southern Nevada, Henderson Chamber Foundation, Henderson Development Association, The Salvation Army of Henderson, Henderson Cultural Arts and Tourism Commission and the Water Street Alliance (for downtown redevelopment). Allen started his career as a sports journalist/columnist for the *Henderson Home News* and later served as the Director of Media Relations for the Triple-A baseball franchise in Las Vegas (which also operated a franchise in the International Hockey League).

Most importantly, D.J. is married to his beautiful bride of 20+ years – his best-friend Stacey – and has two children, Bailey and Daniel.