


Lavell Juan Malloy, II

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TECHNOLOGY AND EXECUTIVE LEADER

Lavell is a visionary technology leader with 20 years of corporate, management, and technology experience. As the CEO of Brag House, he demonstrated his full-stack development expertise, strategic leadership, and entrepreneurial prowess by driving the company to a successful Nasdaq listing and securing an impressive \$20mm in ARR. Lavell has a unique blend of skills that includes corporate governance, strategic planning & execution, and team leadership & development. His past experiences, such as developing a financial platform for NFL rookie athletes, show his knack for innovation. Lavell's foundational knowledge as a corporate attorney ensures a unique understanding of regulatory landscapes, making him an ideal candidate for a Director of Technology role.

AREAS OF EXPERTISE

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|----------------------------------|------------------------------------|--------------------------------------------|
| ✓ Technology & Startups | ✓ Corporate Governance | ✓ Cybersecurity Management |
| ✓ Project Planning & Management | ✓ New Business Development | ✓ IT Governance & Policy Development |
| ✓ Data Management & Analytics | ✓ Mergers & Acquisitions | ✓ Full-Stack Development |
| ✓ Team Leadership & Development | ✓ Client Relationship Management | ✓ Revenue Generation |
| ✓ Strategic Planning & Execution | ✓ Innovation and Research Strategy | ✓ Community Engagement and Brand Awareness |

CAREER HIGHLIGHTS

- Created the first vertically integrated social network for college esports, which became a leading platform for Gen Z engagement, generated \$20mm in ARR, and listed on Nasdaq.
- Developed a proprietary financial platform for NFL rookie athletes to maximize their economic potential.
- Served as securities, regulatory and litigation counsel for major global companies, including Lehman Brothers, Washington Mutual, ExxonMobil, and General Motors.

PROFESSIONAL EXPERIENCE

BRAG HOUSE, INC

2017 – Present

Founder, CEO

Envisioned and launched the first vertically integrated social network and esports Platform as a Service (PaaS) for college sports, strategically engaging with the elusive Gen Z demographic. Established crucial partnerships with over 100 major brands and national universities, swiftly transforming Brag House into the leading engagement platform for brands. Achieved an impressive \$20mm in ARR within just four years, leading the company to a successful public listing on Nasdaq. Guided a high-performing team while leveraging mobile analytics and business intelligence tools to drive innovative marketing campaigns and substantial business growth.

7 SPORTINGHOUSE, LLC

2014-2017

Founder

Developed a financial platform to maximize NFL rookie athletes' economic potential, working with wealth managers, banks, media outlets, and luxury brands. Led a successful Forbes-sponsored event and sold the platform's intellectual property rights to a Big 4 Bank.

LEGAL EXPERIENCE

JEFFERSON COUNTY – MUNICIPAL BANKRUPTCY

2011-2013

Consultant

- Recruited to advise on on bankruptcy issues and restructuring related to Jefferson County's \$5B debt. Advised on financial and tax matters, and worked with Birmingham Jefferson County Transit Authority on budget and planning issues.

WEIL, GOTSHAL & MANGES LLP

2003-2011

Senior Securities Associate – Litigation Department

- Represented major financial corporations in complex litigation and regulatory matters. Advised clients on structuring transactions under the 1940 Act and regulatory compliance, including drafting and negotiating related documents.

ADDITIONAL EXPERIENCE

Law Clerk, Honorable Stanley R. Chesler, United States District Judge, Trenton, NJ, 2002-2003

EDUCATION

Juris Doctorate (JD), Rutgers University School of Law, Newark, NJ

Bachelor of Science (BS), *Legal Studies*, John Jay College of Criminal Justice, New York, NY

Languages: English, (Fluent), Spanish (Conversational)

PROFESSIONAL LEADERSHIP & COMMUNITY ENGAGEMENT

Partnerships, Denver Broncos, Coca-Cola, McDonald's, Black Collegiate Gamers Association, GameStop, 2020-2024

Board Member, Esports Business Summit, 2023-2024

Board Member, Texas Exes, Association of the University of Texas, New York Chapter, 2018-2019

Board Member, Find A Dream Non-Profit, 2014

Co-Chair, Corporate Council Section of ABA, Young Lawyer's Division, 2008-2009

Pro Bono General Counsel, Community Solutions, Inc., 2005