



## **Brian Fahle**

President, Main Event Merchandise Group

Brian has 17 years of sales and business development experience in the industry, working both for suppliers and distributors in various roles. He founded Main Event in 2001 following Reebok's purchase of Logo 7/Logo Athletics (at the time the largest player in the licensed sports apparel market), where Brian ran the corporate premium division focused on mid-sized businesses or organizations. Prior to Logo 7, Brian was a regional sales representative for Cutter & Buck, the largest supplier of premium apparel to corporate America.



Brian holds a Bachelor's degree in Communications from Indiana University. He is currently a board member of the Indiana Chapter of Entrepreneur's Organization (EO) and lives in the Indianapolis area with his wife and two daughters.