

LARSEN JAY

STRENGTHS & ATTRIBUTES

- Results-focused leader dedicated to proactive problem-solving
- Management of large budgets with quantifiable results
- Experienced in a broad spectrum of industry disciplines
- Keen navigation skills in local, regional, and state governments
- Private sector, entrepreneurial and family-business experience
- Leader in strategic planning and organizational change
- Proficient in project management and managing complex teams
- Honest and professional team member with unbridled integrity

PROFESSIONAL EXPERIENCE

Director of Business Alliances
Knoxville, TN

PYA, P.C.
(2020 – present)

County Commissioner, At Large
Knoxville, TN

Knox County Government
(2018 – present)

Director
Waterford, Ireland

Emagine Media
(2019 – present)

Director
Iola, KS

Tramec Holdings / Tramec, LLC
(2014 – 2019)

Founder / CEO
Knoxville, TN / Nationwide

Random Acts of Flowers
(2008 – 2020)

President / Executive Producer
Knoxville, TN & Los Angeles, CA

Dogwood Entertainment
(2008 – 2016)

President / Producer / Director
Knoxville, TN

DoubleJay Creative
(2005 – 2010)

Adjunct Professor
Jefferson City, TN

Carson Newman University
(2006 – 2007)

Supervising Producer / Director
Knoxville, TN

RIVR Media
(2002 – 2005)

Producer / Business Dev. Manager
Los Angeles, CA

Frame 10 Productions
(2000 – 2002)

Independent Entertainment Production Contractor
Knoxville, TN / Dallas, TX / Los Angeles, CA (1996 – 2000)

EDUCATION

M.B.A. / Univ. of Tennessee (2012)
B.A., Theater / Univ. of Tennessee (1998)
Consortium for Social Enterprise Effectiveness (2014)
Leadership Tennessee (2025)
Leadership Knoxville (2008)
Introduction Knoxville (2006)

AWARDS

2x KnoxBiz Journal Healthcare Hero
Sertoma Service to Mankind Award
Nat. Television Academy Emmy Award
PRSA Community Service Award
TN Governor's Volunteer Spirit Award
GCA Civic Improvement Commendation
ETN PBS *Be More* Award
DAR National Conservation Medal
Industry Awards (10 Telly, 2 Addy, 2 Davey)
News Sentinel's 40 Under 40

PUBLIC SERVICE

Honor Air Knoxville (V)
Knox Education Foundation (BC, BM)
Legacy Parks Foundation (BM)
TNAchieves (V)
Alliance for Better Nonprofits (BM)
Habitat For Humanity (V)
Arts & Culture Alliance (BM)
F.B.I. Citizen's Academy (V)
Childhelp, Inc. (V)
Knoxville Youth Sports (V)
S.T.A.R. Riding Academy (V)
Sertoma Center (V)
Inspyre Trades Academy (BM)
Center City Events (BC, BM, V)
UTMC Emergency & Trauma Council (BC, BM, V)
Haslam School of Business (V)
Bijou Theater Center (BC, BM, V)
Random Acts of Flowers (BC, BM, V)
WUOT 91.9FM (BM)
District Attorney's Citizen's Academy (V)
H.A.B.I.T. Therapy Dogs (V)
The Joy of Music School (BC, BM)
Knoxville Symphony Orchestra (BM)
Nucleus Knoxville (BM)

BP = Board Chair | BM = Board Member | V = Volunteer

CENTER CITY EVENTS
Knoxville, TN
2004 – 2010

FOUNDER / PRODUCER
CREATIVE CONSULTANT

Center City Events, Inc., a 501(c)(3) non-profit organization, was dedicated to promoting and producing special events in and around downtown Knoxville, complementing the city's emerging downtown while increasing community involvement with community revitalization. This organization is still in existence and produces some annual events.

KNOXVILLE'S HOLIDAYS ON ICE	Special Event	2005 - 2010 *
ANNIE MOVIE SING A-LONG	Special Event	2009
DADDY DAUGHTER DANCE	Special Event	2009 - 2010
MARY POPPINS MOVIE SING A-LONG	Special Event	2008
INTRODUCTION KNOXVILLE: FINAL NIGHT	Special Event	2007
EAST TENNESSEE CHILI COOK-OFF	Special Event	2006 **

* *Knoxville's Holidays on Ice continues to operate as part of Christmas in the City under the supervision of The City of Knoxville*

** *East Tennessee Chili Cook-Off continues to operate as a fundraiser event under the supervision of Second Harvest Food Bank*

KNOXVILLE INLINE HOCKEY LEAGUE	1993-1998	FOUNDER / EXECUTIVE DIRECTOR
BIJOU THEATRE CENTER	1996-1998	PRODUCTION MANAGER
THOMPSON-BOLING ARENA	1994-1997	LIGHTING CREW
McGUFFY'S RESTAURANT	1994-1995	SERVER
HANNAH'S CAFÉ	1995	BARTENDER / SERVER
POLAR BAR & GRILL	1994-1995	SERVER
CLARENCE BROWN THEATRE	1992-1994	STAGE / SCENE SHOP ASSISTANT
TENNESSEE PICTUREMAN	1993-1995	PRODUCTION MANAGER / PHOTOGRAPHER
PRO AUDIO DISC JOCKEYS	1992-1994	SPECIAL EVENTS EMCEE
WUTK- FM 90.3	1992-1993	ON-AIR DJ
PULASKI DINNER THEATRE	1992	LIGHTING DESIGNER
DENNY'S	1991	COOK
SAL'S FISH FRY	1990 – 1992	LINE COOK
ARBY'S	1989 – 1990	CASHIER / LINE WORKER
CICERO COUNTRY PIZZA	1988	BUSBOY / DISHWASHER