

The Huddle

John Towle Joins HCSA as New Sports Development Manager

A native of Hamilton County will serve as the new sports development manager for Hamilton County Sports Authority, a division of Hamilton County Tourism. John Towle started his new role Jan. 22. He will be responsible for positioning Hamilton County as a national player in the sports market as well as developing local clubs and building relationships with key stakeholders. Goals for 2018 include attending major sports market tradeshows, generating new sports accounts and leads to hotels and venues and convening with Hamilton County sports leaders on a routine basis.

John has been on all sides of the field in the sports world. He graduated from Ball State University where he played MCLA club lacrosse and served as the president and team captain. He also coached lacrosse for four years at Westfield High School as the boys' junior varsity head coach and ultimately the head coach. He also spent five years with Team Indiana Boys All-Star Varsity program where they competed in renowned lacrosse camps throughout the country.

John most recently worked at Kiwanis International in Indianapolis. He also served on the leadership committee for Indiana Meetings Professional International and was the co-chair for the 2017 Indiana Society of Association Executives Star Awards.

Hamilton County Sports Authority

37 East Main Street
Carmel, IN 46032
P 317.848.3181 / 800.776.8687

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