

Paul G. Nuccio

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Lonski and Associates, LLC
Indialantic, FL

Present

PowerSports Recruiter

- Consult with and recruit for leading motorcycle and powersports clients to provide them with exceptional industry talent.
- Understand client needs and provide professional insights coupled with industry related experience.



Outside Pitch Sports Network
Milwaukee, WI

2015 - 2016

Director of Operations

- Editor-in-Chief and recruiter for all [OutsidePitchMLB](#), and [Sports Blaze](#) content published on [SmartNews](#), [NewsHunt](#), [News360](#) and other national and international news sites.



Harley-Davidson Museum
Milwaukee, WI

2011 – 2014

Manager, Program Development

- Managed cross-functional teams in creating experiential marketing programs and events leveraging the Harley-Davidson motorcycle brand and culture.
- Created comprehensive experiences to further develop relationships with national and international motorcycle clients and enthusiasts.



Harley-Davidson Motor Co.
Milwaukee, WI

2000 – 2011

Regional Manager – Dealer Operations

July 2005 – December 2011

- Provided marketing and training to dealership teams, as well as to emerging global clients (e.g., China, South Korea)
- Developed and executed strategic dealership presentations and experiences for national and international motorcycle events and tradeshows.
- Authored and established the early strategic dealership marketing model for the global Harley-Davidson [Authorized Tours](#) motorcycle rental experience.



Harley-Davidson Motor Co. Milwaukee, WI

2000 – 2011
(continued)

Regional Lead – Dealer Operations

March 2000 – July 2005

- Managed motorcycle dealerships in the recruitment of strong local marketing sponsorships, as well as provided strategic training.
- Contributed to the initial development and updated revisions of written and video training curricula for the successful [Riding Academy](#) programs.
- Consulted with dealers re: digital options to track sales to best assess dealership marketing and promotions.

Education

- Master of Science in Educational Psychology
University of Wisconsin - La Crosse
- Bachelor of Science in Psychology, Carroll University
Waukesha, Wisconsin
- Associate Certificate, Project Management Methodology,
Harley-Davidson University

Professional Affiliations

- [Motorcycle Safety Foundation](#) (MSF) *RiderCoach*
- Diversity Council, Harley-Davidson, 2010 – 2011

Social Media / Media

- Twitter: [@PaulNuccio1](#)
- Blog: <http://motorpsych.wordpress.com>
- Vimeo: <http://tiny.cc/845rnrx>
- LinkedIn: <http://tiny.cc/qd5rnrx>
- Outside Pitch: <http://tinyurl.com/nucciopitch>

