



Anthony P. Bruno Named CEO of SportsSignup

SportsSignup, a New York-based company that provides online sports registration for youth sports organizations, announced today the appointment of Anthony P. Bruno as its new chief executive officer, effective immediately. John Haller, SportsSignup's founding CEO, will assume the role of president.

Latham, N.Y. ([PRWEB](#)) January 7, 2008 -- SportsSignup, a New York-based company that provides online sports registration for youth sports organizations, announced today the appointment of Anthony P. Bruno as its new chief executive officer, effective immediately. John Haller, SportsSignup's founding CEO, will assume the role of president.

Mr. Bruno brings more than 15 years of experience in helping grow early-stage companies into market leaders. During his career, Anthony has successfully brought innovative technology and internet-based products and services to market, and has a proven track-record in implementing go-to-market strategies for emerging companies. He most recently served as general manager of Novariant, a Silicon Valley startup that provides GPS steering and guidance systems for the agriculture, mining, and aerospace industries. Prior to Novariant, Mr. Bruno served in various marketing and business development positions at Leica Geosystems (SWX: HEXN), Vicinity Corporation (purchased by Microsoft in 2000), and Trimble (Nasdaq: TRMB).

"We are very excited to have Anthony join our team and take a leadership position," said John Haller, founder and president of SportsSignup. "His experience and abilities, along with his customer-centric focus will be of great value as we continue our rapid growth. Since Anthony joined the company we have seen drastic improvements in the way we engage with our customers," continued Haller.

"Joining SportsSignup at this point in the company's lifecycle is tremendously exciting," said Mr. Bruno. "The company has consistently doubled its revenue every year since inception, and with over 30 million participants in youth sports programs around the United States, our growth opportunities are significant. Because many youth sports organizations are operated by volunteers, SportsSignup's online services are in high demand." According to the company, these services include online sports registration and fee payment, integrated coach and volunteer background checking, and database/roster management for national, state, and regional (league) organizations. "Volunteer administrators would prefer to spend their time with the kids instead of dealing with piles of paperwork and spreadsheets - and we solve this problem by taking most of their administration tasks online," added Bruno.

For more information, visit <http://www.sportssignup.com>

About SportsSignup

SportsSignup, a division of League Sports Services LLC, provides sports organizations with fully-integrated online registration, roster management, and coach and volunteer background checking solutions. Since 2002, the company has enabled administrators from hundreds of soccer, baseball, lacrosse, hockey, and many other youth sports organizations to spend more time on the playing field by automating many aspects of their duties.

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Contact Information

Shannon Martin

SportsSignup

<http://www.sportssignup.com>

(866) 867-6639

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