



## EXECUTIVE BIO: Bubba Gaeddert

Bubba Gaeddert, Executive Director and Co-Founder of the Videogames and Esports Foundation, is a professional broadcaster, host, consultant, entrepreneur, content creator and veteran event manager. His main focus is on gaming, esports, education and technology. He has been a gamer and self-proclaimed nerd ever since he was a kid when his father managed Radio Shacks in Oklahoma. Gaeddert graduated from Oklahoma State University in 2010 with a Bachelor of Science degree in Recreation Management.



In 2008, he became a game day announcer at OSU where he introduced promotional games and halftime show activities during OSU Basketball games, announced OSU baseball games and most recently has announced at multiple NCAA Division 2 Basketball tournaments. In 2011, he became a certified High School Sports Official for the National Federation of State High School Associations. He officiated middle school, high school and club sports such as basketball, football, soccer and volleyball.

Gaeddert has worked in both the traditional sports and non-profit industry for over 22 years starting with the YMCA, where he worked as a youth fitness coordinator, sports director and in program operations and development. He has also worked for the NCAA, NAIA, Parks and Recs, Sports Commissions and the Chamber of Commerce. In 2018, he helped create the non-profit 501(c)(3) organization the Videogames and Esports Foundation and a year later took the reins as the Executive Director. As the Executive Director, he manages VEF with a coaching style, providing guidance without micromanaging his team.

In addition to the esports industry, Gaeddert has worked in the radio, television, live streaming industry and is the founder of the Jolumi Media Firm (Joe-lou-me). It was founded in 2018 after Gaeddert received many requests for advice around sports, marketing, management, technology and media from people across the country. The Jolumi Media Firm consults for multiple esports, gaming, sports, tech and education companies. Fun fact: The name Jolumi comes from Gaeddert's three boys' first two letters of each of their first names: Jonah, Lucas and Micah.

Gaeddert has been an adjunct professor in higher education from August 2013 to December 2023 at the MidAmerica Nazarene University in Olathe, Kansas. He taught in the Physical Health and Sports Department in a variety of subjects. As of February 2024, Gaeddert has taken on the role of Senior Lecturer at the College of Esports in London, where he moves in the summer with his family for a new chapter of his life.