



Fairplex Names New Chief Financial Officer
Will Take Organization into Next Phase

POMONA, CA (Oct. 18, 2022) – An executive from an international sports and event complex has been tapped as the new Chief Financial Officer of Fairplex, the organization announced on Wednesday. Steve Birdwell will oversee all finance operations for Fairplex, the LA County Fair and Fairplex’s nonprofit educational arm The Learning Centers.

His title also includes Vice President of Administration, overseeing the human resources, technology and facilities departments.

Birdwell was previously an executive with Desert Champions LLC and Garden of Champions LLC, a sports and event center that is home to the world-renown BNP Paribas Open Indian Wells Tennis Tournament.

“We are excited to welcome Steve into the Fairplex family, especially as we embark on a new vision for the next century,” said Walter Marquez, President and CEO. “With the work we are doing on a specific plan for our campus, Steve’s expertise in event management, and customer and community engagement will be invaluable.”

Birdwell began his career as an accountant before moving into executive leadership positions in the technology and sports and event management industries. At Desert Champions, he managed growth opportunities and development projects.

“What drew me to Fairplex is the space. There aren’t a lot of large venues in the San Gabriel Valley. Fairplex has so much potential,” Birdwell said. “I am intrigued at what the under-utilized space here can become, and how the organization’s vision for what can be is community-focused.”

Having grown up in the San Gabriel Valley, Birdwell is familiar with Fairplex and its flagship event, the LA County Fair, which he attended as a child and teen. He said his immediate goal in his new position is to get to know the Fairplex team, ask questions and dig into what the campus holds, then determine the opportunities.

“I’m looking forward to seeing what can happen in the future,” he said.

Birdwell holds a financial accounting bachelor’s degree from National University and an MBA in sport entertainment from the University of North Texas. He is Chairman of the Champions Volunteer Foundation, a Board and Audit Committee member of the Desert Community Foundation, and was formerly Chairman and Treasurer of Upward Bound Sports. On his off time, he enjoys fitness training, hiking and traveling.

For more information about Fairplex, visit www.fairplex.com.

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