

Melanie O. Vitale

Candidate for USASF Board of Directors

*Owner, X-Cel Athletics Cheer & Tumble Academy
Home of Step 1 Allstars North

Professional Summary

Dedicated cheerleading industry leader, business owner, coach, and fitness professional with more than 20 years of experience developing athletes, leading organizations, and serving the cheer community. Owner and operator of X-Cel Athletics Cheer & Tumble Academy since 2011, providing tumbling, recreational cheerleading, and competitive cheerleading programs that emphasize athlete development, safety, sportsmanship, and excellence.

Brings a unique combination of cheer industry expertise, executive leadership, financial management, regulatory compliance, and strategic planning. Former member of the USASF National Advisory Board and passionate advocate for athlete development, gym owners, coaches, and the continued growth and integrity of All Star Cheer.

Leadership & Industry Experience

Owner & Director

X-Cel Athletics Cheer & Tumble Academy / Step 1 Allstars North

2011 – Present

- Founded and continues to lead a successful cheer and tumbling academy serving athletes of all ages and skill levels.
- Oversee recreational cheerleading, tumbling instruction, and competitive All Star cheer programs.
- Manage all business operations, strategic planning, budgeting, staffing, compliance, marketing, and athlete development.
- Foster a culture centered on athlete safety, positive coaching, leadership, and community involvement.

- Currently entering the **2026–2027 season**, marking 15 years of gym ownership and leadership.

Cheerleading Coach

2005 – Present

- Coached athletes across multiple age groups and competitive levels.
- Developed athlete skills, team culture, and performance excellence.
- Built the foundation for future gym ownership and leadership within the All Star cheer industry.
- Coaching competitive teams and the Chardon Middle School Football Team

USASF National Advisory Board

Member

2020 – 2021

- Served as a representative voice for gym owners and stakeholders within the All Star cheer industry.
 - Contributed insight and recommendations supporting the growth, governance, and future direction of the sport.
 - Collaborated with industry leaders to address challenges and opportunities impacting athletes, coaches, and gym owners nationwide.
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Business & Financial Leadership

Prior to becoming a full-time business owner, held leadership positions within the financial services industry, including:

Bank Manager 1989-1996

- Led branch operations, team development, customer service, and business growth initiatives.
- Managed operational risk, regulatory requirements, and financial performance.

Certified Compliance Officer 1996-2000

- Oversaw adherence to regulatory and compliance standards.
- Developed expertise in governance, accountability, risk management, and organizational oversight.

Certified Financial Planner™ (CFP®)

- Provided comprehensive financial planning and strategic guidance to clients.
 - Specialized in financial management, long-term planning, and fiduciary responsibility.
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Fitness & Wellness Experience

Group Fitness Instructor

20+ Years

Certified and experienced instructor in:

- High-Intensity Interval Training (HIIT)
- Cycling/Indoor Spin
- Strength Training
- Water Exercise/Aquatics
- Pilates
- Active Older Adult Fitness Programs

Dedicated to promoting health, wellness, and lifelong physical activity through education and coaching.

Education

Master of Business Administration (MBA)

John Carroll University

Bachelor of Science in Business

Bowling Green State University

Certified Financial Planner™ (CFP®)

College for Financial Planning

Core Competencies

- Strategic Leadership
 - Board Governance
 - Financial Management
 - Regulatory Compliance
 - Organizational Development
 - Risk Management
 - Athlete Safety & Welfare
 - Program Development
 - Team Building
 - Community Engagement
 - Business Operations
 - Coaching & Mentorship
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Personal

Married for 30 years and proud parent of three adult children. Lifelong advocate for youth development, leadership, and the positive impact of athletics. Shares her home with two beloved dogs and remains actively involved in her local community through fitness, coaching, and youth sports.

Statement of Interest

Having served as a coach, gym owner, business executive, financial professional, and former member of the USASF National Advisory Board, I bring a balanced perspective that combines athlete-centered decision-making with strong business and governance expertise. My goal is to help ensure the continued growth, integrity, safety, and sustainability of All Star Cheer while representing the diverse voices within our community. I am committed to supporting the USASF's mission and helping guide the future of our sport for athletes, families, coaches, and gym owners alike.