

# Michael Brennan

Senior Marketing Manager

(971) 420-7622

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www.hiremikebrennan.com

## EXPERIENCE

### SPORTS MARKETING MANAGER KEY CITIES (2019 - PRESENT)

ADIDAS – Portland, Oregon

Oversee adidas soccer sports marketing partnerships; with an additional focus on the adidas Global key city strategy. I am responsible for developing and executing bespoke strategies to maximize our soccer partnerships, assets, and sales within the Major League Soccer (MLS) portfolio:

- Built a new end-to-end process which allows MLS teams to co-create customized on-field product; adding \$100k in licensed sales each year.
- I spearheaded a project to launch a bespoke adidas shoe in partnership with Los Angeles Football Club; adding \$500k in licensed MLS sales with a focus on key city Los Angeles.

### SENIOR MANAGER FLAGSHIP RETAIL OPS (2017 - 2019)

ADIDAS – Herzogenaurach, Germany

Responsible for strategy, creation, and financial performance of all adidas Global flagship stores:

- Managed the profit & loss statements of flagship stores accruing over \$100m in annual sales.
- Created a new product line for the adidas Originals Flagship fleet and added \$3m in sales per store in 2018.
- Added omnichannel capabilities to our flagship fleet, which resulted in \$350k in incremental sales in 2018.
- Selected to project manage Retail NXT; an adidas board-level project designed to revamp adidas retail business. I oversaw the supply chain management, store operations/HR, and global product segmentation workstreams.
- Part of the adidas Talent Carousel; an internal leadership development program which provides cross-functional, cross-cultural leadership experience via on the job training.

### SPORTS MARKETING MANAGER (2014 - 2017)

ADIDAS – Portland, Oregon

Created bespoke sales, product and marketing strategies to grow (on-field performance and off-field sales) MLS franchises.

- Managed the contract, relationship, and sales for eight MLS markets; totaling over \$12m in annual business.
- Lead the transition of Minnesota United Football Club franchise into MLS.
- Co-created, developed, and manufactured a customized retro jersey for Sporting Kansas City's 20<sup>th</sup> anniversary; which resulted in the most successful product launch in MLS history.

### DIGITAL MARKETING DIRECTOR (2012 - 2014)

HUMAN MOVEMENT MANAGEMENT – Denver, Colorado

Organically grew awareness, engagement, and sales for all Human Movement Management (HMM) Events.

- Grew VIP ticket sales to HMM's largest event, Denver Oktoberfest, by 75% vs Y-1. Profits from VIP sales grew by \$52,000 in 2013. No promotional budget was available.
- Expanded the Ugly Sweater Run to 24 new cities in 2013 and exceeded our goal of 2,200 consumers per city by over 20%. The marketing budget was under \$1k per city.

### ACCOUNT EXECUTIVE (2010 - 2012)

GILT EDGE SOCCER MARKETING – Chicago, Illinois

Led client-specific strategies to grow brands with soccer consumers in the US

- Built a two-year, full-service social media plan for FOX Sports/FOX Soccer and grew their following over 1 million users. Their engagement skyrocketed over 1,000% in the same time period.
- Executed two seasonal marketing plans to socially & digitally activate soccer assets in Pepsi's portfolio. Athletes included: Lionel Messi, Sergio Aguero, Didier Drogba, Fernando Torres, Frank Lampard, and Jack Wilshere
- Broke the Guinness World Record for largest/longest "Mexican Wave" for Unilever/Degree Men
- Managed an activation for Yingli Solar which brought the FIFA World Cup Trophy to USMNT vs Brazil on 5/30/2012

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## EDUCATION

**B.S. BUSINESS ADMINISTRATION,  
MARKETING** - (2006-2010)

**WEST VIRGINIA UNIVERSITY** –

Morgantown, WV

Member of the Dean's List, Honor Roll,  
Athletic Honor Roll and Big East Academic  
All-Star team. Member of WVU Men's  
Varsity Soccer.

## VOLUNTEER

**MARINE CONSERVATIONIST** - (2018)

**POD VOLUNTEERS** – Sodwana Bay, South  
Africa

I collected biodiversity data and  
monitored marined life to assess the  
overall health of the Sodwana Bay  
oceans and reef system.

## VOLUNTEER

**MENTOR** - (2016-PRESENT)

**ADIDAS** – Portland, OR

I help adidas interns navigate the  
complexity of a global brand

**CAREER MENTOR** - (2018-PRESENT)

**LINKEDIN** – USA