

Michael Brennan

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MARKETING & SALES STRATEGY • SPORTS / PARTNERSHIP MARKETING • PRODUCT MARKETING & SALES

Marketing & Sales Executive Summary

- Marketing & sales executive with 12+ years of global marketing & sales experience building strategies for global brand & partners primarily within the sporting and consumer goods industries.
- Grew revenue by 192% by building a customized product & go-to-market strategy in 2021 for a key account partner.
- Successfully pitched & built a bespoke cross-functional product & marketing campaign – launched during COVID & sold out in 7 minutes.
- Leveraged consumer data to sell-in and develop a new product offering for the global adidas retail lifestyle fleet.
- Selected to the exclusive adidas Talent Carousel global leadership development program in 2017.

Experience

Hasbro 2022 - Present

Global Brand Strategy & Product Marketing Manager

We are relaunching the iconic Starting Lineup sports collectible/action figure line after 22+ years on the bench. Accountable for all sales & marketing to deliver a successful reintroduction of the product line; plus building additional product lines to scale the business to \$200M+ sales within our 3-year ambition.

adidas 2018 - 2022

Sports Marketing & Key City Manager

Oversee, manage, and grow the business for adidas soccer and our partners, Major League Soccer (MLS) and MLS teams, with an additional focus on generating business for the adidas Global Key City strategy. Supervises, coaches, and mentors two direct reports.

- Launched first-ever sport-licensed adi Originals lifestyle shoe; revolutionized product partnerships + added over \$250k in incremental sales in 2020 – achieving 100% sell-through of 1,750 units in 7 minutes.
 - Doubled the program by launching two bespoke shoe products in 2021, driving over \$510k in incremental sales – achieving 98% sell-through of 5,381 units in 10 minutes.
- Overhaul global product creation & GTM strategies to deliver enhanced product stories – growing the business by seven-figures per year.
- Cultivated E2E processes enabling MLS sales by co-creating branded on-field products to generate \$100k in additional licensed product sales per club per year.

adidas 2017 - 2018

Senior Manager Global Flagship Operations

Directed flagship retail store operations at 20+ locations in countries within North America, EMEA, APAC, and LATAM regions. Collaborated cross-functionally with a team in strategizing the development of new flagship concepts and stores. Installed innovative retail business solutions to expand marketing and sales opportunities.

- Skyrocketed incremental revenue of \$151M to help deliver on adidas' \$5B retail top-line target...Project Manager for Board-Level/CEO-requested Global Retail NXT project: optimized workflows across Supply Chain, Store Operations & HR, and Product Segmentation
- Steward for > \$100M in P&L...Launched NY and Paris brand flagship store openings while overseeing adidas' lifestyle (Originals) flagship fleet.
- Leveraged consumer insights/data analytics to develop new product offerings; delivered over \$3M in annual sales. Sold through supply in less than 12 weeks.

adidas 2014 - 2017

Sports Marketing Manager

- Headed 2-person team and sports product marketing/sales operations; promoted brand and maximized revenue by cementing executive relationships and contract negotiations.
- Recognized by executive leadership team; 1 of 20 (out of over 50K global candidates) selected for coveted Talent Carousel leadership development program with reassignment to adidas Global headquarters in Germany.

Human Movement Management

2012 - 2014

Digital Marketing Director

- Hired as 11th employee in a startup business; led 7-person cross-functional team and developed digital marketing strategies to scale business growth.
- Expanded featured 5K event into 24 new cities, exceeding 2.2K customer-per-city goal by > 20%.
- Optimized marketing capabilities to increase VIP ticket sales by 75% and exceed the target by \$52K at the Denver Oktoberfest.

Gilt Edge Soccer Marketing

2010 - 2012

Account Executive

- Grew client portfolio from ground to 8 clients, including four international corporations: Heineken, Pepsi, Degree/Unilever, and FOX Sports

Experience

West Virginia University

2006 - 2010

- Bachelor of Science in Business Administration with a focus on Marketing & Sales
- Honors: WVU Men's Varsity Soccer, Dean's List, Honor Roll, Athletic Honor Roll, Big East Academic All-Star

Notables

- Selected to adidas Talent Carousel Leadership Development Program
- adidas Mentor from 2016-2022
- Trusted Ambassador & Guardian of FIFA World Cup Trophy in 2012
- Trained with Arsenal FC in London
- Former NCAA Division-1 Student-Athlete at WVU
- Avid golfer with a low single-digit handicap