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Top Skills

Sales and Marketing
Contract Negotiations
Public Relations

Michael Belot

Sports and Hospitality Executive | Relationship Builder | Revenue Driver | Large Event Expert | Marketing Leader |

Summary

Michael is a top-performing management, marketing, sales, and business professional with a impressive record of achievement in the sports and hospitality industries. His entrepreneurial spirit and relationship-building skills have allowed him to achieve career growth and a special talent for transitioning strategy into action and tangible results. Michael has significant experience and diverse background in management, marketing, sales, business development and operations help make his skillset unique and applicable across all business platforms.

As a Senior Vice President with the Milwaukee Bucks he is responsible for the development, implementation and activation of the strategic real estate and business growth objectives of Deer District and for the overall organization. In addition, he is responsible for the continued growth of all Bucks retail initiatives, parking and food and beverage operations, as well as the business areas of the Wisconsin Herd, the G League affiliate of the Bucks, and Bucks Gaming, a member of the NBA 2K League.

Prior to the Bucks he worked at Kohler Company overseeing an extremely diverse set of businesses and functions during his tenure. These were highlighted by lodging, spas, commercial development, real estate, retail, marketing, food and beverage, golf championships and business development.

Before Kohler he was with the PGA of America for almost 12 years and his last role was as the Director for the 2012 Ryder Cup. The Ryder Cup won "Event of the Year" and "Best Professional Single Sport Event" at the SportsTravel Awards. Michael was also the Championship Director for the 2008/2009 PGA Championships.

He began his career with the Greater Milwaukee Open, University of Minnesota Athletics and the 2001 NCAA Final Four. Michael has worked in a variety of capacities on 6 Super Bowls.

He holds an undergraduate degree from the University of Minnesota and an MBA from the University of Saint Thomas-Opus College of Business.

Experience

Milwaukee Bucks Inc.

Senior Vice President-Bucks Ventures and Development
September 2018 - Present (4 years 4 months)

Responsible for the development, implementation, and activation and of the strategic real estate and business growth objectives for Deer District and overall organization. Deer District is seen as Milwaukee's gathering place via 150+ events a year, myriad dining and entertainment options and best-in-class commercial and real estate opportunities, Deer District is redefining downtown Milwaukee.

In addition, responsible for the continued growth of the team's brick and mortar and online retail businesses, parking, food and beverage operations, as well as the business areas of the Wisconsin Herd, the G League affiliate of the Bucks, and Bucks Gaming, a member of the NBA 2K League.

2020 Ryder Cup-Kohler Co.

Vice Chairman-2020 Ryder Cup
July 2016 - October 2021 (5 years 4 months)

Responsible for:

Kohler Co.

5 years 7 months

General Manager-Hospitality Development, Clubs and Golf Majors
May 2016 - September 2018 (2 years 5 months)

Responsible for:

-Accountable and responsible for all Clubs: (Riverbend, River Wildlife, Sports Core) three Kohler Waters Spas locations (Kohler, Burr Ridge, St. Andrews and Green Bay); Village Realty & Development; Kohler Original Recipe Chocolates and Brandy; Commercial Development, Woodlake Market and

5 Retail Shops, Corporate Landscape, Hospitality Maintenance and Safety Departments; and management of 2,000 acres of green space and farm land.

- Responsible for oversight of all marketing and communications efforts for Destination Kohler and Lodge Kohler.
- Played key role in negotiating Lodge Kohler and Kohler Waters Spa-Lincoln Park contracts.
- Create and ideate all marketing partnerships, especially those sports related, for the overall improvement of the business. These include but are not limited to BMW, Green Bay Packers, ESPN Wisconsin, Mason Crosby, etc.
- Identify and pursue new revenue opportunities along with mergers and acquisitions for the group.
- Procure, manage and promote all Golf Major Championships at Destination Kohler, including the 2020 Ryder Cup.

General Manager-Destination Kohler
March 2013 - April 2016 (3 years 2 months)

Key Accomplishments:

- Restructured sales organization, improved marketing/public relations strategy, and drove creative initiatives resulting in record sales and profitability in calendar year 2015.
- Played key role in creating and/or negotiating key Destination Kohler partnerships including: PGA of America, R&A, Good Karma Brands, Green Bay Packers, and others.
- Conceived and activated a variety of new initiatives driving brand presence and incremental revenue including Kohler Comedy Weekend, The End Zone with Antonio Freeman, Beatles Celebration weekend and others.
- Focused on driving PR impressions and value with outside partnerships/consultation resulting in more than 5x the impressions and media valuation in 2015 compared to 2014.
- Vice Chairman for the 2015 PGA Championship that resulted in the highest combined ticket and hospitality sales in the history of the event at the time.
- Key player in the successful pursuit of Salon Aura, an Aveda lifestyle salon, as a Destination Kohler anchor tenant.
- One of the project team members for the development of a 5th Golf Course being added to the Destination Kohler portfolio.
- Played a key role in the successful partnership between Destination Kohler and the Green Bay Packers resulting in Lodge KOHLER as an anchor tenant for the new Tilletown District, opening in July 2017.

Vice Chairman-2015 PGA Championship
August 2013 - August 2015 (2 years 1 month)

PGA of America

11 years 10 months

Ryder Cup Director

November 2009 - February 2013 (3 years 4 months)

- Responsible for the overall business management of the 2012 Ryder Cup at Medinah Country Club, one of the world's biggest sporting events
- The Ryder Cup won "Event of the Year" and "Best Professional Single Sport Event" at the SportsTravel Awards and was a finalist for "Event of the Year" at the Sports Business Journal awards.
- Lead sales and marketing efforts resulting in record-breaking ticket, hospitality, and merchandise sales.
- Responsible for the P&L, development and monitoring of the Ryder Cup budget
- Overall responsibility for the sales and marketing, revenue generation, public relations, budgeting/financial management, government/community relations, operations, etc.
- Negotiated successful partnerships with IMG, Justin Timberlake, Leroy Nelman, Chicago Cubs, Chicago Bears, Rich Harvest Farms, NBC Chicago, Metra, Anheuser Busch, etc.
- Planned, executed and managed the Ryder Cup 'Year to Go' celebration in September 2011, which included both Ryder Cup Captains hitting golf balls off the 16th Floor Terrace of the Trump International Hotel and produced "An Evening With the Captains" at the Chicago Theatre
- Developed unique pricing strategy and incentives helping Ryder Cup hospitality pace more than 15%+ higher than any previous US-based Ryder Cup
- Designed and managed a Ryder Cup random ticket draw campaign resulting in more than 3x the applications compared to immediate past Ryder Cups
- Involved with development of first-ever official Ryder Cup social networks and official housing site
- Involved in the development and management of the first-ever "Magnificent Moments" charitable campaign supporting the PGA Foundation and Ronald McDonald House Charities, Bears/Packers "Rivalry Cup" and Youth Skills Challenge
- Conducted competitive bid process to select Ryder Cup's public relations agency of record
- Managed bid process and involved in all aspects of the Ryder Cup Gala and Opening Ceremonies
- Primary media spokesperson and media trained as such

Championship Director, 2006 and 2009 PGA Championships
April 2005 - November 2009 (4 years 8 months)

- Responsible for the overall business management of the PGA Championship, one of golf's four Major Championships
- This includes but is not limited to: sales and marketing, public relations, construction, operations, community relations and budget management/development
- Managed a ticketing plan for the 2009 PGA Championship, in the midst of an economic recession, that resulted in the most ticket sales both in quantity and gross revenue in the past 7 PGA Championships
- Reduced operating costs for the 2009 PGA Championship by almost 20% by implementing a zero-based budget line of thinking resulting in the lowest operating cost for the event in 6 years
- Developed a creative pre-registration plan that resulted in 70% of the final amount of tickets sold a year prior to the event and ten of thousands of registrants
- Instituted and managed a new campaign in 2009 allowing juniors age 17 and younger to attend free of charge for the entire week, resulting in nearly 50,000 junior attendees over a weeklong period
- Successfully negotiated a partnership for the 2009 PGA Championship with the local CBS affiliate resulting in Emmy award-winning local unique programming
- Developed mutually beneficial partnerships with Minnesota Vikings, Twins, Timberwolves and Wild
- Directed the 2006 PGA Championship to the 2nd highest hospitality gross revenue sold at any PGA Championship
- Assisted and advised on new programs with the 2006 PGA Championship including the Nike Youth Skills Challenge and ALS Fundraiser
- Responsible for the development and monitoring of the PGA Championship budget
- Worked as the primary conduit and relationship builder between the host site and the PGA of America
- Served as the primary media spokesperson and media trained as such

Operations Manager-2002 and 2004 PGA Championships
May 2001 - April 2005 (4 years)

- Responsible for the management of all operational aspects of these two PGA Championships
- Worked as the main contact for each operational vendor associated with the PGA Championship

- This included development and oversight of a variety of plans including traffic, parking, production schedule, construction, and any operational detail required for the successful conduction of a Major Championship
- Key cog in developng the very challenging traffic plan associated with the 2004 PGA Championship
- Orchestrated and managed ticket launch and media days featuring a variety of celebrities and Defending PGA Champions

University of Minnesota
Williams Fund and Men's Athletic Department Intern
August 1999 - May 2001 (1 year 10 months)

- Assisted the Williams Fund (fundraising arm of Minnesota men's athletics) with event management at University of Minnesota athletic events.
- Helped with the organization of public relations, donor and marketing activities
- Served as one of the main contacts for the Great Gopher Sports Auction, helping to raise over \$60,000 for athletic scholarships
- Worked as one of the primary llaisons for suite activities at University of Minnesota home football games

2001 NCAA Final Four Host Committee
Operations Assistant
December 2000 - April 2001 (5 months)

- Assisted the 2001 Final Four with a variety of operational projects, event planning and coordination
- Worked with and developed relationships with NCAA Staff and the Local Organizing Committee on a number of events associated with the event

Education

University of Minnesota-Twin Cities
Bachelor of Science

University of St. Thomas - Opus College of Business
MBA, Masters of Business Administration