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VP / Director - Marketing & Sales

**Key accounts / Turnarounds / Marcom / Client Relations / Account Management / Branding
Business Development / C-Level Relationship Management / Event Planning / Client Service, Support and
Retention / e-Marketing**

Accomplished sales and marketing leader with demonstrated success leading sales and marketing organizations to increase sales, maximize stakeholder value, market share and revenue to unprecedented levels. Effective at engaging with senior-level clients and agency leaders. Excel at ...

- **Developing and executing sales, marketing and promotion programs aligned to organizational goals**
- **Orchestrating impactful special events**
- **Revitalizing tired sales and marketing teams**
- **Winning back confidence and loyalty of clients, community leaders and other stakeholders**
- **Forging and guiding strategic alliances**

BS, Business Management, Northern State University of South Dakota. Described by others as action-oriented, energetic, and highly ethical. Effective in both growing and contracting markets; able to generate outstanding results in intensely competitive, rapidly changing environments.

Work History and Highlights

VP Sales & Marketing

GMS Racing

Sep 2018 - May 2020

Recruited to manage sales, marketing, communication, and graphics departments (12 management, professional and support personnel) for five (5) NASCAR GMS Race Teams generating \$12.4M in revenue. Worked with sponsor and driver agencies. Participated in competition department team management.

- **Grew GMS Racing sponsorships with B2B Program.** Added 8 new clients to account portfolio in a fiscal year while collaborating with existing sponsors.
 - Partnered 4 companies (electrical, roofing and audio) with the Sunseeker hotel building project making GMS and these companies' part of a \$360M Sunseeker build in Florida. Built a sponsorship program for each company that grew their brand with the construction trade. GMS earned over \$900K in sponsorships with an additional \$450K for future services. Boosted sales with corporate partners \$800K.
- **Increased brand awareness for sponsors.** Created a consumer sweepstake and a promotional web site where consumers logged in for a chance to win. Promoted the sweepstakes through Destiny Homes and Iowa Realty sponsorship branding on #23 Chevy Silverado along with social media targeted channels.
 - Generated 1 million impressions across social media and 100,000 visitors on the promotional web site, 60,000 entries for the consumer promotion.
 - Earned \$900K combined exposure value for sponsors over the three races. Both sponsors renewed their sponsorship. Increased revenue from \$85K to \$110K per race. Won accolades from NASCAR.
- **Grew sponsorships sales by \$2.2 million in 2019.** Boosted sponsorship by targeted specific categories with market positioning and competitive sponsorship pricing. Exceeded ambitious sponsorship budget by 20%. Breathed new life into dormant sponsorship sales.

General Manager

Bowling Green State University/Learfield/Falcon Sports Properties (FSP)

May 2014 - Sept 2018

Managed all multimedia rights for BGSU NCAA Division 1 Athletic program. Secured all sponsorship and activation for a \$3.8M P&L program. Supervised nine employees. Managed all digital content as well as football and basketball in-game programs, in-game video board graphics and activation, and the Falcon radio network with 16 affiliates in Ohio and Michigan. Supported BGSU's Athletic Fundraising and special gifts. Managed strategic planning with MAC.

- **Turned around Falcon Sports Properties.** Community partners complained about poor customer service. Met with each partner to re-establish trust. Set up weekly status calls and a monthly partner's breakfast program. Saved sponsorships and grew existing programs. Added \$650K via referrals and upsells. Doubled number of sponsors (40 to over 80). Logged a 16% increase in sales. Achieved three-year revenue growth of \$920K.
- **Increased hockey revenue.** Proposed and won approval to install a new video board in the Slater Ice arena. Sold naming rights and in-game assets. From upsells to new business development FSP, brought in \$165K of new inventory. Worked with the university and extended the multimedia rights, generating an additional \$2.5M.
- **Revitalized sales team.** Initiated bimonthly boot camps to develop a robust pipeline. Set goals for each salesperson (calls made, appointments set, sales). Divided market into categories (bank, fast food, etc.). All but one business development manager hit the goal of \$250K in new business. Increased category clients from 60 to 90.

VP Sales & Marketing

Iowa Speedway

May 2008 - Apr 2014

Responsible for sales, marketing, and communication for NASCAR racetrack. Manage all creative concepts for promotional, collateral and advertising materials. Led a 12-person team. Full \$10.1M P&L responsibility.

- **Boosted revenue.** Increased ticket and suite revenue by 30% to over \$3.8M annually. Grew race sponsorship revenue by 20% with annual sales of \$3.6M per year. Increased corporate partners from 25 to 40. Individually managed accounts that provided over \$2.2M of race sponsorship revenue.
- **Partnered with Iowa Beverage to make Miller Lite the "Official Beer" of Iowa Speedway.** Created a Miller Lite/Iowa Speedway six-pack for sale in more than 650 retail sites. Distributed Miller Lite/Iowa Speedway POS items (instore signage, cooler clings, special Miller Lite/Iowa Speedway six-pack cooler). Increased Speedway's beer sales from \$235K to over \$465K and Iowa Speedway/Miller Lite sponsorship revenue from \$65K to \$100K annually.
- **Strengthened the sales team.** Recruited, trained, and motivated top talent. Led the development and implementation of short-term and long-term sales, marketing, and promotions strategies to support business growth and expansion of sponsorship activation programs. Increased brand awareness for Speedway and sponsorships.
- **Diversified, drove non-motorsport revenue to Iowa Speedway.** As a member of the Iowa Sports Council, brought the Hot Rod Power Tour event to Iowa Speedway bringing more than 40,000 people to see the 3,500 classic cars and hot rods on display. Netted Iowa Speedway more than \$160K and raised \$10K for local charities.

Director Business Operations

Richard Childress Racing

2000 to 2008

Promoted from Marketing/Licensing Manager to Director Business Operations in 2005 to oversee daily operation of race programs as well as the business side of competition (marketing, sales, etc.). Yearly revenue of \$4.3M. Created a new strategic program for high performance parts category. Generated additional revenue of \$2M a year for retail program. Increased revenue by \$100K through initiation and implementation of show car simulator program

Earlier, employed as NASCAR Racing Manager, STP Motorsports by The Clorox Company/ STP Racing Division. In charge of STP corporate involvement with NASCAR Winston Cup Circuit and 10 other NASCAR series events. Managed Richard Petty's PR & Communication program. Wrote press releases and worked with local and national media to help promote Richard Petty and the STP brand. Managed all STP contingency programs in NASCAR and ARCA series, as well as sponsorship and personal services with Richard Petty and Petty Enterprise Race Team.