

TROY M. GOERGEN

Troy.M.Goergen@ndsu.edu

SUMMARY OF QUALIFICATIONS

- Dedicated NCAA Division I senior athletic administrator with 18 years of experience in sports administration and marketing
- Creative thinker with the ability to adhere to vision, goals and objectives
- Hires and manages a team of Division I professionals in marketing, media relations and corporate sales and accepts ownership of and is accountable for leadership of team
- Demonstrated interpersonal skills with ability to build trust and maintain positive interpersonal relationships with athletic department administrators, coaches and staff, and constituencies within university, local and regional communities
- Places an emphasis on revenue generation and has a successful track record in garnering funding through licensing, corporate partnerships, ticket sales and special events
- External fundraising experience with the ability to build and cultivate relationships
- Management and oversight of marketing & promotions, broadcasting and media relations and budgets
- Experienced in licensing, trademark and copyright management
- Exceptional written and verbal communication skills in small and large group settings, in addition to media communication experience
- Experience in athletic facility budgets, design, renovation and construction and chairs the Fargodome Authority Building Committee
- Employs grass roots, local and regional advertising strategies to build brand equity
- Resourceful in solving problems and maximizing resources
- Proficient in speaking to large and small groups including hosting and speaking at corporate sponsor functions, community service organization events, media interviews, press conferences and classroom presentations
- Works in a culture of integrity and compliance with a thorough understanding of NCAA rules and regulations
- Committed to diversity and Title IX in hiring and marketing practices
- Understands student athlete academic support programs and services
- Extensive experience developing and executing marketing and promotional strategies including but not limited to radio and television production, media buying, script writing, print production, online and outdoor advertising and social media

PROFESSIONAL EXPERIENCE

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| NORTH DAKOTA STATE UNIVERSITY ATHLETIC DEPARTMENT – Fargo, North Dakota | 1999-Present |
| Senior Associate Athletic Director – Marketing & Media Relations | 2012-current |
| Associate Athletic Director – Marketing and Media Relations | 2005-2012 |
| Assistant Athletic Director – Marketing and Promotions | 2000-2005 |
| Assistant Director of Marketing | 1999-2000 |

ADMINISTRATIVE LEADERSHIP

- Directly supervises and evaluates the following full-time staff:
 - Director of Media Relations, Associate Director of Media Relations, Assistant Media Relations Director, Media Relations Assistant, Media Relations Office Manager, Multimedia Coordinator, Director of Marketing, Marketing Assistant, Director of Broadcasting
- Responsible for project, game-day and event management
- Primary athletic department event contact for ESPN's College GameDay's first visit to North Dakota State University and only fourth visit in GameDay history to a non-FBS/BCS campus
- Served as event administrator for 5 Summit League post season tournaments and 10 NCAA football playoff games
- Served on hiring committees to select administrators, head baseball, softball and wrestling coaches

- Represents NDSU on Fargodome Authority, the governing board for the Fargodome, serves as Building Committee Chair
- Involved in Fargodome \$4.5 million dollar video board installation, building additional suites and concourse renovation
- Oversees media relations department and integrates media relations with marketing department
- Authored a strategic plan for the marketing and promotion of the department for Division I transition study as part of plan completed by Carr & Associates
- Hired and mentored staff that have advanced into positions with Nike, the Tampa Bay Rays, Minnesota Twins, University of Arizona, Illinois State University and High Point University
- Builds and maintains \$3 million annual budget for department, including all marketing, media relations, broadcasting and events
- Assisted in the development of policies relating to tailgating at the Fargodome

REVENUE GENERATION

- Demonstrated substantial record of successful external fundraising
 - Lead role in obtaining a \$2 million dollar gift and instrumental role in additional \$1 million dollar gifts for \$41 million dollar building renovation project
 - Involved in \$1.5 million dollar gift for football field naming rights
- Personally responsible for generating \$500,000 in corporate partnerships, a 233% increase from \$150,000 in 1999
- Manages a portfolio of 40 local, regional and national corporate partners including Scheels, Gate City Bank, Nodak Mutual Insurance, Cloverdale Foods, Subway, Pepsi and State Farm Insurance
- Participated in corporate sponsorship sales of 2003 Fargodome campaign that generated \$800,000
- Generates total revenues of \$1.525 million in corporate partnership and licensing
- Transitioned radio and television rights in-house resulting in current revenues of \$500,000
- Designs and implements revenue generating events with minimal associated costs - Bison Showcase, Locker Room Sale and Silent Auction which have raised \$120,000 of supplemental revenue since 2008
- Assists ticket office and annual giving with priority point system implementation and communication which helped grow booster funds from \$750,000 in 2004 to \$2.8 million in 2012
- Negotiates and manages third party concession vendor agreements

MARKETING, MEDIA & LICENSING

- Served on leadership team that led North Dakota State University through a highly successful transition from Division II to Division I
- Creates and implements yearly advertising campaigns that increased football season tickets from 5,900 in 2000 to 12,000 in 2013
- Researches promotional strategies and develops marketing plans that have catapulted per game attendance at events
 - Drew an average of 18,622 fans over nine dates during 2013 football season compared to an average of 12,723 in 2000
 - 17 sell-out crowds in football since 2006
- Increases brand image through close relationship with vendors, corporate sponsors and retail partners including the creation of the Scheels Hall of Fame and Bison Shop
- Partnered with NDSU Bookstore to grow retail sales online and at retail locations
- Created internal television and radio broadcast department
 - Developed the Bison Radio Network which grew from 3 stations in 2006 to 20 in 2013
 - Since 2007, 52 football games, 49 men's basketball games and 12 women's basketball games have been televised on local, regional and national networks.
 - Since 2011, all Bison football games have aired statewide on the North Dakota NBC Network

- Implemented brand identity program that included creation of a new secondary logo and development of graphics standards manual for athletic department
- Organizes statewide outreach events such as the Coaches' Caravan, Showcase West and Bison Bandwagon
- Presents marketing partnership opportunities to corporate sponsors, secures agreements and manages implementation of game day sponsorships to ensure sponsor approval
- Administers licensing and trademarks program
 - Annual revenues of \$60,000 in 2002
 - Implemented partnership with Licensing Resource Group in 2003, and increased to total licensed vendors to 273 and \$525,000 in revenue
- Works closely with external relations team to develop strategies and tactics for positioning organization locally, regionally and nationally
- Utilizes marketing surveys for compiling data used for market planning
- Maintains open lines of communication with coaches
- Involved in production and implementation of two fan mobile game-day phone applications
- Experience working with two website launch and redesign projects with two providers: XOS Digital and Sidearm Sports
- Instrumental in creating and hiring Multimedia Coordinator position that specializes in producing video content and webcasting all soccer, volleyball, football, men's and women's basketball, wrestling, baseball and softball live in High Definition
- Participated in the committee that selected the name and logo for the Summit League

COMMUNITY RELATIONS & OUTREACH

- Serves as co-director of state-wide USDA public relations campaign: Eat Smart. Play Hard., created in 2006 utilizing student-athletes as role models to encourage healthy eating and an active lifestyle
 - Reaches 48,000 children in kindergarten through grade five using the statewide network of the NDSU extension service
 - Collaborated in securing grants of \$40,000 per year to fund project that included magazines, public service announcements, videos, posters, promotional items and parent newsletters
- Creator of local Salvation Army fundraiser involving three local universities called "Mascot Challenge," which has raised over \$10,000 in first six years
- Developed the "Bison Bandwagon Tour" in 2011, where marketing staff traveled 2,500 miles in five days promoting Bison Athletics visiting 35 cities and 10,000 fans and alumni in North Dakota and northwest Minnesota
- Created annual "Fan Day" and interactive event that promotes football, volleyball and soccer and attracts an average of 1,500 fans per year
- Collaborated with The Forum Newspapers in Education on two outreach programs "Career Builders" and "Character Counts" that allowed student athletes to share their academic experience, career goals and leadership skills with 50 elementary classrooms in area
- Facilitated a mentoring program with CHARISM to match student athlete mentors with new Americans and refugees living in Fargo-Moorhead

SOUTHERN MINNY STARS BASEBALL CLUB – Austin, Minnesota

1997-1999

General Manager

- Managed all operations of a collegiate summer baseball organization
- Hired and supervised collegiate baseball coaches
- Developed and managed budget
- Coordinated travel, lodging and board
- Recruited collegiate athletes to compete in baseball league
- Responsible for stadium operations and fulfillment of lease agreement

- Directed media relations of the organization by preparing and disseminating press releases
- Presented to civic and community organizations
- Administered sale of corporate sponsorship packages
- Coordinated branded merchandise retail efforts of the organization including purchasing, pricing and retail sales
- Selected, trained and supervised event management and concessions staff
- Prepared and presented operational reports to team ownership board
- Negotiated stadium vendor agreements

MINNESOTA HEALTH AND FITNESS CONSULTANTS – St. Paul, Minnesota 1996-1997
Marketing Consultant

- Created marketing plans for health and fitness clubs
- Provided operational evaluation and strategic planning service to clients
- Implemented effective marketing and promotional strategies
- Consulted clients on effective marketing and budget management strategies
- Executed company sales techniques in attaining budgetary goals

EDUCATION

MINNESOTA STATE UNIVERSITY – Mankato, Minnesota 1997-1998
 Completed graduate level courses towards a master's degree in sports marketing and management, sport law, facility management, fundraising and volunteerism and collective bargaining

MAYVILLE STATE UNIVERSITY – Mayville, North Dakota 1992-1996
 B.S. in business administration with specializations in marketing and management

UNIVERSITY & COMMUNITY LEADERSHIP

2013: Keynote Speaker - The Larson Leadership Program at Mayville State University
 2012-present: NDSU Homecoming Committee
 2007-present: Board Member FargoDome Authority, Building Committee Chairman
 2008-present: North Dakota State University Communication Committee
 2006-2007: Member Football Tailgating Policy Review Committee
 2006-2008: Ducks Unlimited Event Planning Committee
 2001-present: Ducks Unlimited Fundraising Volunteer
 2001: U.S. Army Leadership, Development and Assessment Course

AFFILIATIONS

National Association of College Marketing Administrators (NACMA)
 Member American Advertising Federation of North Dakota
 The Fargo Moorhead West Fargo Chamber of Commerce

AWARDS

2012 Bronze NACMA Awards for Interactive Social Media campaign and team/schedule poster
 2006 Gold NACMA Awards for Promotional t-shirt design, radio commercial, ticket sales piece and TV commercial
 2006 Silver NACMA Award for Season ticket sales campaign
 2004 Gold NACMA Award for Radio Commercial
 2004 Silver NACMA Award for Newspaper Display Ad
 2003 North Dakota State University Staff Recognition Award
 Numerous local American Advertising Federation ADDY Gold & Silver Awards
 Eat Smart Play Hard campaign was featured at a USDA conference in Washington, DC and received a first place award from North Professional Communicators, first place from National Federation of Press Women and NDSU Extension Service Program Excellence Award