

RESUME SUMMARY

MICHAEL MARLOW, SENIOR ASSOCIATE ATHLETIC DIRECTOR, UNIVERSITY OF OREGON

PROFESSIONAL EXPERIENCE

UNIVERSITY OF OREGON

1998-Present

Management responsibilities have included: Individual sport program administration; staff and budget management, major gifts, facility development and management, corporate sponsorship program, football scheduling, marketing and promotions, annual giving, hospitality services, sports information, radio and television media rights, Oregon Sports Network, athletic ticketing operations and hiring and retention of key staff and coaches.

Major Accomplishments

- Negotiated \$63.9 million multi-media partnership.
- Football season ticket base doubled (20,586-41,775).
- Annual dollars raised increased from \$4.4 million to \$14.9 million.
- 61 consecutive football sellouts.
- Increased profile of non-revenue sports through creative marketing and promotions.
- Football, Men's Basketball and Women's Basketball rank at or near the top of the Pac-10 Conference in terms of percentage of capacity.
- Achieved goal of becoming a self-sufficient athletic program. One of very few nationally.
- Raised \$65 million from over 1,400 donors for stadium expansion.
- Built \$4.5 million athletic reserve account.
- Unprecedented program-wide success including Football, Men's Basketball, Women's Basketball and Track and Field Conference Championships.

UNIVERSITY OF IDAHO

June 1995-June 1998

Assistant Athletics Director

Member of Executive Team responsible for managing day-to-day operations of athletic program. Responsible for annual athletic donations, major gifts, restricted sport program donations, donor ticketing and staff supervision.

- Set fundraising records in 3 consecutive years.
- Led support effort for transition from 1-AA (FCS) to 1-A (FBS).

UNIVERSITY OF MONTANA

December 1991-June 1995

Assistant Director, Grizzly Athletic Association

Responsible for fundraising activities in Central and Eastern Montana, Touchdown Club and Missoula Special Events.

- Increased exposure and financial support in areas of responsibility.
- Unprecedented program success. (1991, 1992 and 1994 Volleyball Conference Champions; 1993-94 and 1994-95 Women's Basketball Conference Champions; 1994 Football Conference Champions; 1994-95 Men's Basketball Conference Champions).

EDUCATION

B.A. Washington State University, May 1990

PERSONAL

- Born – June 12, 1967
- Married – Barbara Ann (August 22, 1992)
- Children – Courtney (12), Jeffrey (8), Haley (7)