

## MICHAEL K. DALY

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### **PROFESSIONAL EXPERIENCE**

#### **TRUIST**

CHARLOTTE, NORTH CAROLINA

##### ***Sponsorship Marketing Senior Consultant, VP***

2022 – Present

- Effectively manage sponsorship portfolio with annual assets totaling \$7MM+
- Built and managed start-to-finish months-long RFP process to select new agency of record for sponsorships team.
- Collaborate regularly with dozens of internal and external stakeholders to bring partnerships to life.
- Oversee maintenance and continued integration of Truist's first-ever "Quality of Delivery" activation survey tool.
- Appropriately manage budget throughout calendar year, ensuring on-target numbers for my managed properties.
- Integrate brand team visibility and alignment where relevant for consumer-facing marketing materials.
- Demonstrate appropriate understanding of enterprise and business risks, and controls required to effectively mitigate.

#### **MKTG**

CHARLOTTE, NORTH CAROLINA

##### ***Account Director; Senior Account Director***

2019 – 2022

- Led team of 12 to collaborate and overdeliver on Toyota client's global Olympic and Paralympic partnerships.
- Oversaw multi-million-dollar annual client budget, ensuring efficient spend and identifying internal value tactics.
- Managed partner portfolio of 15+ national governing bodies (NGBs), 30+ athletes and entertainment ambassadors.
- Coordinated with Toyota clients based in the USA and Global HQ in Tokyo, Japan.
- Negotiated and manage nearly three dozen partner contracts totaling \$2.2MM+ annually.
- Oversaw on-site activation presence across dozens of annual events, ensuring authentic Toyota external messaging.

#### **GMR MARKETING**

CHARLOTTE, NORTH CAROLINA

##### ***Account Supervisor***

2015 – 2018

- Maximized strategic value of business-driving partnerships for global brands, including P&G and ExxonMobil.
- Managed team of ten people and worked closely across multiple internal lines of business, enabling effective work.
- Provided counsel on business-driving retail concepts for client's priority retailers, incl. Walmart and Amazon.
- Enabled compliant content via partner collaboration with the NBA, Houston Rockets, Boston Celtics, and athletes.
- Sourced and executed on-site activation components, connecting brands with consumers in an authentic way.

##### ***Intern; Account Coordinator; Account Executive***

2011 – 2015

- Liaised with athlete agents, agency stakeholders, and clients to ensure effective and timely correspondence.
- Managed tracking tools to ensure coordination between P&G's global athlete roster of 100+ athletes.
- Led internal finance processes for timely payment of client's signed athletes and respective vendors.
- Directly navigated Rights Activation needs for blue-chip U.S. brands like Vicks, Duracell, and Gillette.
- Ensured branding compliance between athlete contracts, and P&G's obligations to the Olympic properties.

#### **JOHNSON & WALES UNIVERSITY**

CHARLOTTE, NORTH CAROLINA

##### ***Adjunct Professor***

Spring 2017, Fall 2018

### **HONORS & DISTINCTIONS**

**BUSKE AWARD:** Selected by teammates for GMR's highest office honor, showcasing "spirit, service, community."

**D&I COMMITTEE:** GMR's Charlotte office lead for 2017-18 D&I initiatives, working closely with executive team.

**FORBES UNDER 30:** One of two selected teammates from 200+ to attend 2015 Forbes "30 Under 30" Summit.

**TEAM AWARD:** One of only five global recipients of P&G's "External Business Partner of the Year" Award in 2015.

**TRUISTARS:** Recipient of several internal "TRUISTAR" monthly recognitions, a result of strong personal performance.

**USOPC AWARDS:** Built 2019-2022 Toyota programs that earned Marketing Innovation and Societal Impact Awards.

### **VOLUNTEER & COMMUNITY INVOLVEMENT**

- HOA Board President, Arts & Science Council Advisory Council Member, Sports Biz Cares Advisory Council Member, SEEN Next Gen Mentor, Johnson & Wales University Sports & Events Program Mentor, Charlotte Sports Fdn., Visit Charlotte, YMCA Basketball Coach, Street Soccer 945, Tin Cup Golf Tournament, CSV London

### **EDUCATION**

**OHIO UNIVERSITY: Master of Sport Admin.** \*Professional program while GMR employee. 2014 – 2016

**UNIV. OF SOUTH CAROLINA: Bachelor of Science, Business Administration, Cum Laude** 2007 – 2011

**UNIV. OF WESTMINSTER (LONDON, ENGLAND): Study Abroad Student/Intern/Volunteer** 2010