

Biography

Jeffrey Milgrom, President and CEO Event Marketing Strategies

Three decades ago, Jeffrey Milgrom recognized the correlation between entertainment and marketing and decided to develop the relatively unknown disciplines of corporate sponsorship and cross promotion into a new business model. With a combined vision of creativity and bottom line impact, and the goal of developing media promotions for the entertainment industry, he opened the doors to Event Marketing Strategies (EMS). He currently leads a talented team as President and CEO of this Central Ohio-based, full-service experiential marketing firm.

Milgrom has a wide range of experience in the industry, from directing corporate sponsorships of multiple North American concert tours, to negotiating endorsement deals for major sports celebrities including former world heavy weight boxing champion, James Buster Douglas. For several years, Milgrom directed a variety of local market telethon campaigns overseeing all fundraising, media promotions, and corporate sponsorships. Since then, he developed EMS into a leader in the event marketing industry, working with companies such as Kroger, AAA, Pepsi, Pillsbury, Nabisco, Nestle Foods, Sara Lee and Dick's Sporting Goods to create and execute consumer promotions on their behalf at fairs, festivals, sporting events and other large signature events nationwide. Additionally, Milgrom and EMS are synonymous with the event marketing and sponsorship program that he initiated for the Ohio State Fair in 1985, and more than 25 years later, EMS continues to manage and execute this model program.

Prior to the creation of Event Marketing Strategies, Milgrom was a senior producer of entertainment and sports at Warner Cable Communications (presently Time Warner Cable). His time there served as the breeding ground of creativity and as the backbone for developing partnership concepts and promotion ideas. As a Detroit native and University of Michigan graduate, he began his career in radio and television production, including stints with major network outlets that allowed him to develop creative marketing and promotion tactics.

During the past decade, Event Marketing Strategies expanded its experiential services to include collegiate and professional sports as well as education, outreach and awareness initiatives for Fortune 500 companies. Additionally, Milgrom seized the opportunity to provide professional services to The Ohio State University athletics marketing program tied to its prominent sponsorship and event marketing program. At the same time, and through Milgrom's business ties, EMS initiated relationships in the service industry and continues to provide extensive and turn-key event marketing and sponsorship management services for both AEP Ohio and Nationwide Insurance, among other regional and national clients.

With his expertise in the sponsorship and event marketing field, Milgrom is a frequent resource for articles in trade and business publications such as the *Wall Street Journal*, *Event Marketer Magazine*, *Sponsorship Report*, and *Business First*; and he speaks extensively on the subject at seminars and conventions.

Milgrom has a proud history of volunteerism and commitment in support of causes promoting health, education and safety. Milgrom is an advisory board member of the Juvenile Diabetes Research Foundation, and is a board member and immediate past vice president of Central Ohio Crime Stoppers. Additionally, he is a past advisory council member of the YWCA Family Center, and is a past board member of the Capital Area Humane Society, First Night Columbus, and previous chairman of the Board of Directors of Mount Carmel College of Nursing. Event Marketing Strategies has also sponsored programs at the Women's Fund of Central Ohio and Cultural and Diversity Programming at Hillel at The Ohio State University.

He and his wife Valerie have four children and reside in Linworth, Ohio.