

# MICHAEL L. LOCKREM

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## OVERVIEW OF PROFESSIONAL ACCOMPLISHMENTS

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- Branded and marketed intercollegiate athletics departments, public and private companies and an institution of higher education
- Provided strategic communications and investor relations for a publically-traded company that included corporate acquisitions and mergers
- Led transition and reorganization of Web and digital functions for multiple organizations
- Organized brand research initiatives to evaluate and determine position, marketplace and perception of an organization
- Served in a public relations capacity with local and state agencies on matters of public policy
- Crisis communications team leader and company spokesperson on multiple occasions

## EXPERIENCE

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SOUTH DAKOTA STATE UNIVERSITY • **Director, University Marketing and Communications** 2009 – present  
*Industry: Higher Education*

- Serve on [President's Executive Team](#) and manage an [office](#) of 18 employees
- Serve as communications lead with university administrators to ensure strategic, consistent and cohesive messaging
- Develop and implement comprehensive communications and marketing plans that support strategic initiatives
- Manage relationships with and oversee work of outside marketing and public relations agencies
- Develop and publish university's annual report and metrics to show progress against [IMPACT 2018](#)
- Maintain university [brand standards](#) and oversee [trademark and licensing](#) program
- Coordinate and lead university's crisis communications team
- Collaborate and work with various departments and groups throughout the university and within the community
- Prepare budget analyses to oversee the use of funds allocated to the marketing and communications department.

VERASUN ENERGY CORPORATION • **Corporate Communications Manager** 2007-2009  
*Industry: Renewable Fuels, Publicly Traded Company*

- Developed comprehensive marketing and communications initiatives that included events with Fortune 500 companies
- Worked directly with national and international media to secure interview opportunities
- Developed communications around earnings calls, acquisitions and mergers
- Formulated strategies to enforce brand and business development
- Served as a company spokesperson for media and public events, in addition to being crisis management lead

POET COMPANIES • **Director of Public Relations** 2006-2007  
*Industry: Renewable Fuels, Private Company*

- Coordinated company's primary strategic messages through executive management and key company personnel
- Developed communications targeted at local, state and national politicians
- Served as company spokesperson

UNIVERSITY OF MINNESOTA • **Director of Athletic Communications** 2003-2006  
*Industry: Intercollegiate Athletics*

- Oversaw department's communications, creative services, photography, website and department budget
- Worked with Gopher football, in addition to serving as the director for several Big Ten and NCAA Championships

NORTHERN SUN INTERCOLLEGIATE CONFERENCE • **Commissioner** 2000-2003  
*Industry: Intercollegiate Athletics*

- Responsible for operations, marketing and promotions, budgeting, financial growth, and corporate sponsor contracts
- Worked daily with university CEOs, athletic directors, faculty athletic representatives and head coaches

**EDUCATION:** UNIVERSITY OF MINNESOTA UNIVERSITY OF MONTANA  
**M.Ed., Applied Kinesiology/Sports Management B.A., Journalism**

**REFERENCES:** Available By Request

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**SELECTED ACHIEVEMENTS:****BRAND DEVELOPMENT:**

- **Developed** and **directed** multiple brand research initiatives for a Midwestern university with more than 12,500 students. Resulted in the coordination and implementation of a revised branding platform, updated graphic standards, increased brand awareness, enhanced web and digital presence, and stronger perception value of the university.
- **Launched** multiple marketing and branding campaigns for a Midwestern university through the work of a third-party marketing firm. Resulted in enhanced awareness and brand value for the institution with key stakeholder groups that included prospective students, alumni and elected officials.

**ORGANIZATIONAL DEVELOPMENT:**

- **Evaluated** and **determined** the strategic reorganization of marketing and communications functions at multiple organizations. Efforts resulted in greater resource efficiency, stronger digital presence with increased social media awareness, targeted and strategic communications and an enhanced brand to support company's overall strategic direction.
- **Implemented** new budget structure and programs for a Midwestern university to better align strategic priorities with available resources. Process resulted in the elimination of a \$225,000 budget deficit to include nearly \$100,000 in cash surplus on a yearly basis. Process also included an enhanced trademark and licensing program that resulted in a royalty increase of nearly \$200,000.

**STRATEGIC COMMUNICATIONS:**

- **Developed** and **launched** communications and marketing initiatives to support a five-year strategic plan for an institution of higher education. Effort led to increased awareness of the institution's overall economic impact and global presence for key audiences, including local and state representatives and government officials.
- **Developed** internal and external communications around the largest merger and largest corporate acquisition in the renewable fuels industry. Resulted in targeted communication with employees, shareholders, media and additional key audiences consistent with the company's mission and core values.

**MEDIA AND PUBLIC RELATIONS:**

- **Organized** New York City media tour with Tier 1 outlets for the CEO of a publicly traded renewable fuels company. Resulted in multiple desk-side briefings and interviews, including a live segment on CNBC's *Closing Bell*.
- **Assisted** in planning, marketing and execution of a large-scale community celebration for the grand opening of a renewable fuels production facility. Highlights included participation of a presidential candidate, national media coverage and a performance by a Nashville recording artist.

**COMMUNITY INVOLVEMENT:**

- **Chaired** and coordinated efforts of a volunteer committee to develop a 25-year bicycle master plan for a Midwestern community. Resulted in significant citizen participation, increased community awareness about biking and unanimous approval of the plan by the community's city council.
- **Led** development and communications of multiple public/civic planning efforts, including a 15-year master design plan, parking summary and reports, and a master plan for athletic facilities. Resulted in increased awareness with stakeholder audiences that included city, county and state leadership, donors and alumni.

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**ADDITIONAL EXPERIENCES:****PROFESSIONAL MEMBERSHIPS:**

- American Marketing Association
- Council for Advancement of Support of Education (CASE) – *Presenter at District Conference*
- Public Relations Society of America

**SOUTH DAKOTA STATE UNIVERSITY COMMITTEE MEMBER:**

- Enrollment Management Planning Council
- Strategic Planning, 2023 Support Team
- President's Inauguration Committee (Co-Chair)
- President's Executive Team
- Title IX/EEO Advisory Committee
- Emergency Management Team
- Daschle Dialogue Planning Committee
- Campus Communicators (Chair)
- Integrated Marketing & Communications Committee (Administrative Liaison)
- Campus Bicycle Advisory Sub-Committee
- Back the Jacks Friday Committee (Co-Chair)
- University Web Site Task Force
- Safety & Security Task Force
- Morrill Act 150<sup>th</sup> Anniversary Committee (Co-Chair)
- Football Stadium Task Force
- 50 Year's of Women's Athletics Steering Committee
- Harding Lecture Committee

**CITY OF BROOKINGS COMMITTEE AND VOLUNTEER WORK:**

- Sustainability Committee
- Bicycle Advisory Committee (Chair)
- Affordable Housing Community Task Force

**UNIVERSITY OF MINNESOTA COMMITTEE MEMBER:**

- Stadium Communications Committee
- University of Minnesota Communicators Committee
- University of Minnesota Editorial Board
- University of Minnesota Community Relations Committee
- National M Club Hall of Fame Selection Committee
- Intercollegiate Athletics Strategic Planning and Messaging Committee

**NCAA COMMITTEE EXPERIENCE:**

- CoSida Executive Committee member (May 2006 to August 2006)
- NCAA North Central Region Division II Football Advisory Committee (August 2002 to December 2003)
- NCAA Division II Deregulation Seminar Representative (July 2002)
- NCAA Wrestling Committee (December 2001 to December 2003)
- NCAA Division II Football Project Review Team (December 2001 to April 2003)
- NCAA Central Region Division II Baseball Advisory Committee (December 2001 to December 2003)