

# Mark Gullett

VP, Marketing at Tampa Bay Lightning

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## Summary

Mark Gullett is a nine-year veteran with the Tampa Bay Lightning. With a strong strategic focus, he directs advertising, marketing, promotions and media for both the Tampa Bay Lightning and the St. Pete Times Forum. Along with tactical executions for sales initiatives and campaigns, he has also initiated SMS programs and innovative direct marketing. Since joining the company in 2000, the team has exponentially grown both fan base and attendance, generating sold out attendance for two years of playoffs in a non-traditional hockey market.

By the age of 21, Mark was named Sales Manager for a North Carolina radio station, launching a radio career that would span 18 years. Working with top radio stations in Charlotte, Atlanta, Cleveland, Buffalo, Philadelphia and Tampa, he developed a niche for successfully re-building and re-branding radio properties. His portfolio included WRFX in Charlotte with John Boy and Billy, Fox 97 in Atlanta, Q102 in Philadelphia and WiLD 98.7 for CBS Radio Tampa. While in radio he was nominated for the Gavin Marketing Director of the Year Award, was twice awarded the McVay Media Promotion Director of the Year, and received the Entercom President's Award for Outstanding Leadership.

## Specialties

Marketing and Advertising, Promotions, Research, Brand Development, Grassroots, Database, Interactive, Viral and SNS initiatives, Creative Services

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## Experience

### **VP, Marketing at Tampa Bay Lightning**

March 2000 - Present (9 years 1 month)

- Directs strategic vision and leadership for the Tampa Bay Lightning and St. Pete Times Forum Marketing Department.
- Responsible for directing all aspects of the organizations brand development, marketing and advertising, grassroots, promotions, research, database marketing, interactive and SNS marketing and creative services.
- Develops and executes comprehensive and creative marketing plans and programs to maximize sales and revenue objectives for the organization in all areas of Marketing.
- Oversees all relationships with agencies, consultants and partners.
- Recruits, manages, supervises, motivates and provides leadership to direct reports and the Marketing department through training, coaching and development.
- Develop and implement sponsor activation programs working closely with Fortune 500 Companies including Anheuser Busch, Coca Cola, Pepsi, Jeep-Chrysler and McDonald's

*4 recommendations available upon request*

### **Director of Marketing and Promotion at CBS Radio**

December 1994 - January 2000 (5 years 2 months)

Director of Marketing & Promotion WLLD/WSJT/WYUU – (reported to the Vice President/General Manager)

- Controlled \$1.3M marketing budget for three radio stations in the Tampa/St. Petersburg ADI.
- Created and launched Wild 98.7 performing music and market research and hiring on-air personalities.
- Managed live broadcasts to include advertising, promotion, and event marketing.
- Wrote and produced television commercials, outdoor advertising campaigns, print ads, and direct mail campaigns.
- Designed, marketed and maintained website.
- Generated monthly sales reports and weekly Internet reports
- Managed staff of 20 in the marketing department

Achievements:

- Named Interim Program Director during successful launch of Wild 98.7.
- Station achieved #3 status in 18-34 age demographic in Tampa market in three months time.

### **Marketing Director at Various Radio Stations**

January 1984 - January 2000 (16 years 1 month)

Marketing and Promotions for great radio stations including WiLD 98.7 Tampa, Q102 Philadelphia, Buffalo, Cleveland, The Fox in Atlanta and Charlotte. 15 years experience.

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## Education

**North Carolina State University**

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## Honors and Awards

The Gullett family name is no stranger to the West Coast of Florida with deep roots in the Bradenton area. The Benjamin D. Gullett Elementary School, named after Mark's great-grandfather, a former local school Superintendent, recently opened in Lakewood Ranch.

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## 4 people have recommended Mark

"As the Chief Operating Officer of the St. Pete Times Forum and Tampa Bay Lightning, I have had the pleasure of working alongside Mark Gullett for almost 10 years. Mark's talents in all aspects of marketing, advertising, brand stewardship, event management and sales promotions are truly unparalleled. His skill set is broad in that he is very creative, detailed oriented, is an exceptional manager of resources, and has a true spirit of identifying, attacking and eventually achieving organizational goals. Mark was an integral part of our innovative approach to completely change the levels of success that we eventual enjoyed with the Lightning and Forum. We would not have been able to lead the NHL in attendance, attained such high levels of sponsorship revenue, nor would we have been able to transform the Forum into one of the busiest venues in the world year in and year out without Mark's incredible efforts. Mark had demonstrated his ability to deliver results and is very adept at developing metrics to track and analyze performance. He is a very talented individual who would be an incredible asset for any organization."

— **Sean (work) Henry**, *Chief Operating Officer, Tampa Bay Lightning*, managed Mark at Tampa Bay Lightning

"Mark is an extremely creative individual with immense passion for the success of the organization. He is a man of integrity and believes that the Brand is far more than just a logo. He has led the initiative to breathe life into the brand to the point that our employees now understand their responsibility as brand ambassadors - both at work and in the community. I would describe Mark in terms synonymous with that of the Lightning logo - passionate, team oriented, hard working, professional and accountable."

— **Brian Rogers**, *EVP Business Operations, Tampa Bay Lightning*, managed Mark indirectly at Tampa Bay Lightning

"My company and I have worked with Mark for 8 years. I have worked very closely with Mark over that time in the process of building and executing advertising plans for the Tampa Bay Lightning and Tampa Bay Storm. Mark does an excellent job of managing the marketing process for the team ... looking for new and innovative ways to sell tickets and the experience of watching a hockey game in person. Mark has a fantastic grasp of media and is constantly looking for ways to improve upon what we have done in the past. Mark is great to work with and loyal to those that work for him. His management approach is to lead by being part of the process. You always feel like Mark is "in

the boat" with you as you are trying to build a plan, solve a problem or create a new idea. Mark has a firm grasp on the need to be proficient in a creative sense and an analytical sense."

— **Kevin Marshall**, *President, Marshall Advertising*, was a consultant or contractor to Mark at Tampa Bay Lightning

"Mark is a dynamic, remarkably creative Senior marketing executive; his ability to execute multi-platform, integrated marketing and sales programs from concept to close are second to none. He is a true professional with the rare ability to elevate a brand to market dominance and sustainability. From a sales perspective, he is the ultimate team-player; a true game-changer in terms of getting a deal done, ultimately focused on generating new and increased revenues."

— **Steven Thomas**, *Executive Vice President, Corporate Sales & Marketing Partnerships, Tampa Bay Lightning*, managed Mark indirectly at Tampa Bay Lightning

[Contact Mark on LinkedIn](#)