

Marci Doyle

*Chief Operating Office, Arnold Palmer Invitational
At Large*



As Chief Operating Officer of the Arnold Palmer Invitational presented by Mastercard, Marci Doyle directs the planning and activation for one of the PGA TOUR's most prestigious tournaments. 2017 will be Doyle's 9th tournament, initially joining in 2008 as Director of Marketing and Business Development and generating more than 70% increase in corporate revenue in a 5-year period.

Doyle started her 20+ year career in sports and entertainment at global sports marketing firm DW+A, managing sponsorships and operations for multiple sporting events including seven LPGA tournaments, where she served as co-Tournament Director of LPGA's Sacramento Twelve Bridges Classic at the age of 24. She also managed partnerships with the USVBA (US Volleyball) and USFSA (US Figure Skating), as well as NFL, college basketball, and PGA TOUR.

Doyle spent eight years as Account Director with Chicago's event marketing firm Wunderman, a division of Young & Rubicam, where she was recognized as "Top Contributor" within the agency. While there she created lucrative marketing plans and partnerships for household brands including Callaway Golf, Burger King, Ford, Sears, Microsoft Xbox, Unilever and the Miller Brewing Company. Marketing solutions included alliances with ABC's *Extreme Makeover Home Edition*, top musicians (i.e. Green Day, Sheryl Crow, Christina Aguilera), national packaged goods promotions/sweepstakes, and sponsorships of MLB/NFL/NBA/NASCAR/AVP as well as arenas and stadiums around the country.

Just prior to joining the Invitational, Doyle served for three years as Managing Director of Consumer and Partner Promotions at the Golf Channel, developing unique marketing programs to enhance existing national client relationships with companies such as Dick's Sporting Goods and Under Armour.

Doyle is a passionate sports advocate and proud graduate of the University of Florida.