



Mike Boykin, CEO, Bespoke Sports & Entertainment

Mike is recognized as an industry leader in sports and entertainment marketing. For more than 30 years, he's led brand strategy, consultation, property negotiation, event marketing, account team management and activation platforms across the entire sports landscape. At the agency level, he's managed award-winning teams of marketers representing dozens of marquee brands.

Mike's experience and high-level sports industry relationships led him to launch Bespoke Sports & Entertainment, a new agency model that provides thoughtful senior-level counsel and custom marketing solutions specifically tailored for individual brands. As CEO of Bespoke Sports & Entertainment, Mike plays a lead role in business development, client consultations, leading negotiations, and building industry relationships. Bespoke has been recognized on the Chief Marketer Top 200 and the PROMO Top Shops listings of top marketing agencies.

Mike consistently volunteers to lead industry associations, most recently founding the Charlotte Sports+Business networking group. He's also worked with National Sports Forum founder Ron Seaver and longtime sports executive Andy Dolich to launch the NSF Diversity and Cohort Programs. In addition to mentoring countless individuals, Mike has served as a speaker at various conferences and universities. He is also a published writer and regularly provides commentary on marketing trends for trade and consumer media.

Prior to Bespoke, Mike helped build GMR Marketing into an internationally recognized sports marketing agency over a 15-year span. Under his leadership, GMR received numerous industry awards, including being recognized by SportsBusiness Journal as Agency of the Year in both the Consulting and Event categories – one of the few agencies to have that distinction. Prior to GMR, Mike held leadership positions at ESPN Regional, Host Communications and the Checkerdome.

Mike is a graduate of the University of South Carolina and the Ohio University Sports Administration program. He is also a recipient of the Charles R. Higgins Distinguished Alum Award from Ohio University.