

CHELLEE SIEWERT

PRESIDENT

Chellee Siewert's experience with corporations, sports entities and nonprofits in marketing, public relations and event execution made establishing a company a natural progression.

Chellee's experience in sports marketing includes coordinating events, appearances and public relations for high level athletes or their foundations including JJ Watt Foundation, Aaron Rodgers, Greg Jennings Foundation, Ryan Braun, Bryan Bulaga, Jermichael Finley and U.S. Olympian Alyson Dudek. Since



founding Capture Sports & Entertainment, Chellee partnered with the JJ Watt Foundation to launch its inaugural fundraising event, the JJ Watt Charity Classic softball game. Her work included sponsorships, public relations and event logistics for the sold out (7,500) event, which raised more than \$430,000. Chellee also has been a proponent of moving the event to an MLB stadium hosting 30,000 fans and raising \$1,600,000 for the JJ Watt Foundation.

Chellee has also secured media exposure for numerous clients with ESPN, CBS, CNN, Yahoo and Fox Sports. She has facilitated strategic philanthropic partnerships and innovative business-to-business partnerships. Additionally, she conceived and implemented new market segments, products, initiatives and marketing campaigns for clients.

As Vice President of Marketing for the Milwaukee Wave, Chellee was responsible for the organization's marketing, public relations, communications, merchandising and budgeting. She negotiated media buys and partnerships securing over \$191,000 in free media. She developed a first of its kind charitable jersey program for a professional sports franchises, which included partnering thirteen charities, media and corporate partners under the Wave's nonprofit, The Wave of Hope. Through this program, events and grants she raised over \$250,000 for the Wave of Hope. Chellee also negotiated a Nike partnership increasing merchandise net sales by 130% from the previous year.

While Chellee was the Executive Director and Chief Operating Officer of the Metropolitan Builders Association (MBA), she was instrumental in the success that the MBA experienced. It grew to become the 14th largest home builders association in the country with over 1,550 members. In her role, she increased the marketing and public relations for the Association by launching a consumer magazine (Abode), the MBA's radio show (Today's Home), and the MBA's new website. She also introduced several large philanthropic projects including Home Builders Blitz (building 10 homes in a week), Hometown Heroes, and Extreme Makeover: Home Edition - Wisconsin. She coordinated celebrity appearances by James Denton, Paige Hemmis and Ed Sanders.

At the National Multiple Sclerosis Society - WI Chapter, Chellee oversaw the community relations, fundraising and event execution for the MS Walk, MS Snowmobile Tour and the MS 150 Bike Tour, which involved over 12,000 people and raised over \$6 million annually.

Chellee was named a 2014 40 Under 40 for the Milwaukee Business Journal. She has also been involved in presenting at PRSA, UW-Whitewater, American Marketing Association, Tempo Waukesha, Kiwanis Club of Milwaukee, Rotary Club of Milwaukee and Milwaukee Business Journal. She is active in the community serving on the Board of Directors for the I Back Jack Foundation and Gold in September (G9).

Chellee is an alumna of the University of Wisconsin-Green Bay. Outside of work, Chellee cherishes her time with her husband, Brett, and her two sons, Cole and Cade.

