

Mike Schriefer Bio

Mike Schriefer is a veteran sports and special event marketing and management professional. Since 1989, Schriefer has sold and produced some of the most significant brand launches in automotive history. His experience includes a broad range of short and long lead media events, consumer driving experiences, motorsport sponsorships activations for dozens of world class motorsports properties.



In addition to representing some of the biggest names in motorsport, Schriefer's list of credits includes;

- NASCAR, INDYCAR Team, Driver management and sponsorship activation.
- F1 ChampBoat Series – Promoter of 6 Championship Seasons, 42 Race Events
- Mercedes-Benz model launches (C, E, S, SL, SLK, ML & AMG)
- Mercedes-Benz On Track Tour
- Mercedes-Benz Factory plant opening in Tuscaloosa, AL.
- Mercedes-Benz Test Center in Tuscaloosa, AL.
- Mercedes-Benz AMG Driving Academy
- MINI North American brand launch
- BMW Series model launches (Z4, X3, 3, 5 and M Power)
- BMW Ultimate Driving Experience
- Ferrari Challenge Series
- Ferrari Driving Experience
- Maserati North American Brand Launch
- Infiniti Brand Launch, Dealer Training Tours
- Volkswagen New Beetle Worldwide Brand Launch
- 300+ automotive driving event productions

Schriefer specialized in premium motorsports since he retired as a competitor in his early 20's. Schriefer has owned and operated two agencies, Pacific Motorsports Management and Speedway Group, from 1989-2015 respectfully. Speedway Group became a premier agency specializing in management of motorsport sponsorship activations for some the biggest names in motorsports including Richard Petty Motorsports, Richard Childress Racing and management for dozens of race drivers. Speedway Group also produced some of the most significant new product launch tours in automotive history.

All together, Schriefer has sold, managed and produced well over 300 new product launch, media and consumer event tours and dozens of IndyCar and NASCAR sponsorships.

In 2005, Schriefer gained ownership and marketing rights to the F1 ChampBoat Series (F1 Powerboat Racing for North America). F1 ChampBoat Racing events combined world-class powerboat racing with outdoor concerts, powersport shows and other special events and festivals across North America and Europe. Schriefer also served as executive producer for Speed Channel who broadcasted the F1 ChampBoat race events (2005-2009 seasons). In 2010 Schriefer sold controlling interest of the tour but remains an important board member today.

Michael Schriefer: Event Sales and Management Experience

AUTOMOTIVE MARKETING

BMW

2007 BMW Experience	National Tour
2005 BMW Training Symposium	Princeton, NJ
2004 BMW Training Symposium	Atlantic City, NJ
2003 Z4 Grand Prix Experience	Englishtown, NJ
2002 Z4 Launch Training Tour	National Tour
2002 MINI brand Launch	National Tour
1997 BMW 5-Series Vision Program	Spartanburg, SC

Cadillac

2000 Motor Trend Power of Cadillac Tour	National Tour
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Ferrari-Maserati

2006 Pebble Beach Concour's De Elegance	Pebble Beach, CA
2006 Cavallinos Festival	Palm Beach, FL
2006 Sport & Touring Driving Clinic	National Tour
2005 Pebble Beach Concour's De Elegance	Pebble Beach, CA
2005 Maserati Ride-and-Drive Tour	National Tour
2005 Sport & Touring Driving Clinic	National Tour
2004 Maserati Ride-and-Drive Tour	National Tour
2004 Pebble Beach Concour's De Elegance	Pebble Beach, CA

Mercedes-Benz

2003 Mercedes Brand Experience	Chicago, IL
2002 Model Line Customer On Track	Richmond, VA
2002 Model Line Customer On Track	Pittsburgh, PA
2002 National Model Line Media Event	Durham, NC
2001 M Class European Training	Graz, Austria
2001 AMG Driving Experience	Salzburg, Austria
2001 M Class Launch Training	Tuscaloosa, AL
2001 Model Line Customer On-Track	Richmond, VA
2001 Model Line Customer On-Track	Pittsburgh, PA
2000 Model Line Consumer On-Track	Richmond, VA
2000 Model Line Consumer On-Track	Pittsburgh, PA
2000 M Class Consumer Drive	Virginia Gold Cup
2000 Model Line Press On-Track	Summit Point, W.V.
2000 M Class Driver Training and Certification	Tuscaloosa, AL
1999 M Class Driver Training and Certification	Tuscaloosa, AL
1999 M Class Consumer Drive	Virginia Gold Cup
1999 Model Line Consumer On-Track	Richmond, VA
1999 Model Line Consumer On-Track	Colorado Springs, CO
1999 Model Line Consumer On-Track	Pittsburgh, PA
1999 Model Line Dealer On-Track	Dallas, TX
1998 M Class Consumer Drive	Virginia Gold Cup
1998 Model Line Consumer On-Track	Amelia Island, FL
1998 Model Line Press event	Road America
1998 Model Line Customer On-Track	Richmond, VA
1997 M Class Consumer Drive	Virginia Gold Cup
1997 M Class National Sales Training	Alabama
1997 M Class Eastern Regions Press Event	Asheville, NC
1997 M Class First Drive	Montvale, NJ
1997 M Class Precision Driving for Film	MBAG/Texas
1997 M Class First Drive Press Event	Tuscaloosa, AL
1997 Model Line Press Introduction	L.A., Jacksonville, Boston, D.C.
1997 Model Line Customer On-Track	California, Virginia, Texas, Phoenix
1997 E420 Press Introductions	National Tour
1996 ESP Press Introductions	L.A., Jacksonville, Boston, D.C.
1996 E Class Press Introductions	National Tour
1995 E Class On-Track Sales Training Tour	National Tour

Volkswagen

1999 New Beetle World Experience	Worldwide Launch / Walt Disney World, FL
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Subaru

2001 Model Line Sales Training Tour	National Tour
2000 Power to Drive You Tour	National Tour

1999 Model Line National Tour	National Tour
1998 Impreza Sport Testing and Certification	Impreza Commercials
1998 Outback Testing and Certification	Outback Commercials
1997 Proof Plus Ride and Drive	National Tour

Dodge/Chrysler

1993 Dodge Ram Truck Ram Quest Tour	National
1992 Chrysler LH "Second to None" Tour	National

Hyundai

1995 Sonata Challenge Tour	National
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Infiniti

1998 Infiniti Model Training	Nashville
1997 Infinity Customer On Track	Atlanta
1997 QX4 Launch Tour	National
1995 130 Launch Sales Training Tour	National
1994 045 Launch Sales Training Tour	National
1993 J30 Launch Sales Training Tour	National

MINI

2003 MINI Experience	Princeton, NJ
2002 MINI Brand National Dealer Launch	San Francisco, CA
2002 MINI Cooper Press Launch	San Francisco, CA
2002 MINI Cooper/Cooper S Sales Training	San Francisco, CA
2002 MINI "Pulling Together" Training	Atlantic City, NJ

Nissan

1997 Frontier launch Sales Training Tour	National Tour
1995 Maxima launch Sales Training Tour	National Tour
1994 Sentra Launch Sales Training Tour	National Tour
1992 Altima Launch Sales Training Tour	National Tour
1992 Quest Launch Sales Training Tour	National Tour

Pontiac

1999 Richard Petty Grand Prix Tour	NASCAR
1995 Sunfire Sales Training Tour	National Tour
1995 Grand Am Sales Training Tour	National Tour

Goodyear Tires

1999 Richard Petty Driving Experience	NASCAR Series
1998 Run flat Media/Dealer launch	Disney/Orlando

Pirelli Tires

P4000 Super Touring Dealer Launch	Palm Springs
Scorpion Dealer Launch	Las Vegas
P300, P600, P700Z Dealer Launch	Phoenix
Scorpion AT Dealer Launch	Los Angeles
P6000 Dealer Launch	Phoenix

Saturn Cars

Learn and Drive Sales Training Tour	National Tour
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Volvo

850, 960 Sales Training Tour	National Tour
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MARKETING & MANAGEMENT

F1 CHAMPBOAT SERIES

Owner/Promoter	2005-2018
Produced and managed all aspects of a racing tour including tour/events, television production and sponsorship management.	
2005-2018: Six Championship Seasons, 40 race events	North American Tour

International Outboard Grand Prix (IOGP)

Owner, producer and management for F1 ChampBoat and offshore powerboat racing and waterfront music festivals.	2018-Present
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NASCAR

RICHARD PETTY DRIVING EXPERIENCE

1999-2002

Vice President Marketing

Designed, developed and sold several marketing partnerships, film and television production division, and show car program.

EDDIE SHARP RACING

Vice President of Marketing and Management

2012-2014

Directed Marketing, Public Relations, legal and general management including deal negotiation, contracting and various management duties for a premier NASCAR Camping World Truck Series team.

SPORTSMARK-OMNICOM / RICHARD CHILDRESS RACING

2010-2011

Vice President Motorsports, SportsMark, an Omnicom Group Company

Represented sponsorship marketing for RCR and drivers Kevin Harvick and Clint Bowyer as a contracted marketing director from SportsMark generating massive corporate leads for new business development. Other SportsMark duties included representing talent from NASCAR, NHRA, Supercross and Action Sports.

CART/INDYCAR RACING

1986-2001

Owner/President, Pacific Motorsports Management

Represented over thirteen teams and Drivers for Marketing, management, Public Relations and hospitality services. Partial list of drivers managed include Kevin Cogan, Danny Sullivan, Al Unser Sr., Emerson Fittipaldi, Nelson Piquet and Casey Mears.

MEDIA CREDITS:

OCTAGON / ESPN

2005 ESPN College Gameday Tour by Home Depot

National Tour

SPEED CHANNEL

2009 F1 ChampBoat Series (Events/TV production)

National Tour

2008 F1 ChampBoat Series (Events/TV production)

National Tour

2007 ChampBoat Grand Prix Series (Events/TV Production)

National Tour

2006 ChampBoat Grand Prix Series (Events/TV Production)

National Tour

FILM: Stunt Driver/Coordinator

2004 CITGO NASCAR Commercial

National Ad spot

2003 Pontiac NASCAR Commercial

NASCAR "Bass Fishing"

2003 Ford Commercials/JWT

NASCAR Driver "Ford Test Drive"

2002 MTV Reality Show

MTV "Stunt Competition"

2001 Dodge Ram Truck Commercials

National Ad Spots

2000 Mercedes-Benz M Class Commercials

MB AG (Germany)

1998 Impreza Sport Testing and Certification

National Ad Spots

1998 Outback Testing and-Certification

"Evil Villain" National Ad Spots

1992 Moonlighting (TV Sitcom)

Stunt Driver

1980 "On Any Sunday 2"

Stunt Rider

Schriefer Racing Experience:

1976-1984 Motocross Racer

CRC, AME, AMA

1982-1984 Off-Road Racing

SCORE/BAJA

1985-1989 Open Wheel Race Cars (FF, FA)

SCCA

1989-1992 Sports Cars

IMSA

1994-1995 Stock Cars

ARCA/NASCAR

1996-1998 Stock Car School, Marketing Director

Richard Petty Experience

1998-2005 High Performance Driving Schools

Mercedes-Benz, BMW, Ferrari

Motorsports Business Ownership:

1985-1990: Owner, Pacific Motorsports Management

Indy Driver Representation

1990-1998: Partner/VP, Precision Dynamics, Inc.

Automotive Driving Events Group

2000-2001: Founder, Indy Racing Experience

Indy Racing League (IRL)

1998-2013: Owner, Speedway Group, Inc.

Marketing and Event Management

2005-present: Owner, IOGP, F1 ChampBoat Series

North American APBA/UIIM Tour

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