



CHARLES BRODNIK

Executive Director

Recover Indiana Business Initiative

EDUCATION

University of Louisville

1961 - 1965

Electrical Engineering Degree

WORK EXPERIENCE

Brodnik & Associates, President

1975–2020

45 Years in marketing, promotion and sponsorship acquisition working with among others... Indianapolis Convention and Visitors Association • Indiana Sports Corporation • Indianapolis Colts • Indiana Pacers • USA Track & Field • USA Swimming • IndyCar Series • IndyCar Series Team Sponsors • IndyCar Teams (RLL Racing, Panther Racing, Ganassi Racing)

MAX 3D Theater, General Manager

1996–1999

All things necessary in running a major chain theater operation including hiring and management of employees including directing of all facilities maintenance staff both employees and subcontractors. Regular reporting of daily, weekly, monthly and annual operational results both staff wise and financials.

Format Incorporated, Sales & Account Manager

1986–1996

Responsible for client acquisition, advertising sales, and account management of many of Indiana's premier businesses such as "RCA" Thomson Consumer Electronics, the Indianapolis Colts, Indianapolis Motor Speedway, "CIB" Capital Improvement Board, Indiana Pacers, Indianapolis Convention and Visitors Association, to name just a few.

Hooks Drugs, Marketing Manager

1969–1986

Hired as the Marketing Manager for Hook's Photo Finishing Division responsible for all corporate-wide marketing related to Hook's Photo Finishing Division. We grew the division into a successful niche market throughout the multiple stores contributing substantially to the corporate balance sheet.

United States Air Force, Crypto Access Analyst – Honorably Discharged

1965–1969

Had a Top-Secret Crypto Access Clearance of which now and into the foreseeable future all details regarding the work and responsibilities with the Air Force remain classified and top-secret.

SKILLS

Skill #1: Building Trust

Skill #2: Earning Respect

Skill #3: Clear Presentation

Skill #4: Negotiating & Closing Deal

Skill #5: Following Through & Overdelivering

PROFILE

After earning my degree in E.E. at the University of Louisville, I immediately enlisted with the United States Air Force where I earned my way into a particularly important position as a Crypto Access Analyst. After departing the Air Force, I accepted a management position with Hook's Drugs. From there I got into a very satisfying and rewarding career of sales management in advertising which ultimately opened the door to my most valued clients of which many I continue to work with as of this day. While at Format Incorporated, I brought the "CIB" and "RCA" group together while leading negotiations to the renaming rights of the Hoosier Dome to the RCA Dome at \$1 Million per year in 1994. My honest, low-key and personal approach to working with clients has earned both their continued trust and respect of which I place the utmost value upon.

CONTACT

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HOBBIES

Racing #1
Football #2
Basketball #3
Grandkids #4