

MICHAEL LOWE

VP PRODUCT
DEVELOPMENT
Golf Channel/NBC Sports



CREDENTIALS

Center for Agile Leadership®
Certified Agile Leader

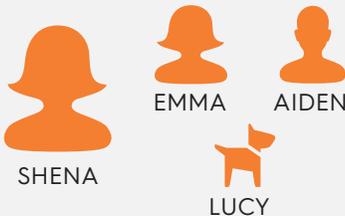
Scrum Alliance
Certified ScrumMaster
Certified Product Owner

ABOUT MICHAEL

Michael serve as Vice President of Product Development & user experience at Golf Channel. Mike is responsible for creating digital strategies features and interface designs for BZC products including Golf News' ecommerce and Golf Channel's news, entertainment, instruction and video streaming business. Mike joined Golf Channel from Acushnet Company manufacturers of Titleist and Footjoy golf products. During his 13-year tenure, he held positions in sales, product, marketing and digital. Michael's last 8 years were spent heading digital where he managed Footjoy's global websites and launched MyToys, the brand's first online custom shoe and ecommerce business. A Massachusetts native and graduate of Providence College, Michael currently resides Orlando, Florida with his wife and two children.

DETAILS

FAMILY



HOBBIES



HOMETOWN



WHAT OTHERS HAVE TO SAY

"Mike and I worked together closely when RAMP and The Golf Channel partnered to deliver website and video engagement technologies on golfchannel.com. I found Mike to have a strong understanding of the business goals, strong understanding of how he would manage success and a strong sense of partnership with technology vendors that would help him achieve those goals. Mike was the perfect partner. His calm, yet accountable demeanor lead to strong relationship that we maintain today after we stopped working together. I would love the chance to work with Mike again as a vendor/partner or within a technology/platform company. He would be an invaluable addition to any team he is looking to join in any capacity!"

PERSONAL SLOGAN: "BE WHO YOU ARE AND SAY WHAT YOU FEEL
BECAUSE THOSE THAT MIND DON'T MATTER AND THOSE WHO MATTER DON'T MIND."