

About - Jonathan Gibson Bio

March 22, 2008

Jonathan Gibson

Vice President of Marketing, Penske Performance

Jonathan Gibson, 33, is Vice President of Marketing for Penske Performance Inc. In this newly-created role for 2008, Gibson will assume responsibility for Penske Performance's sponsorship, marketing, licensing and communications programs.

Gibson joined the Penske team after serving as Vice President at Pierce, a division of Omnicom's Radiate Group. In this role, he oversaw the management and growth of the sports division as well as the current client base which included Procter and Gamble, Kraft and many others.

Prior to joining Pierce, Gibson spent many years with Miller Brewing Company and managed the sports and entertainment investment for the Miller Lite brand. This included relationships within Major League Baseball, the National Football League, the National Basketball Association as well as Miller's long and prosperous relationship with Penske Racing.

During Gibson's time with Miller, he also worked in a regional marketing leadership role that served the entire portfolio. Before joining Miller, Gibson supervised the Miller Brewing sports account during a three-year stint with GMR Marketing.

Gibson completed his undergraduate studies at the University of Georgia and his graduate work from West Virginia University. While in graduate school, Gibson also served as tournament director for a developmental tour event for the Ladies Professional Golf Association.

A devoted fan of the University of Georgia football team who enjoys running, Gibson and his fiancée Jessica reside in Charlotte, N.C.