



IDEAQUEST WELCOMES MIKE NELIGAN!

May 1, 2019

Team IdeaQuest is thrilled to announce that industry veteran, Mike Neligan, has joined as our new Vice President, Business Development. Mike has spent the past fourteen years as a talent agent at both Hendricks Sports Management ('06 - '12) and Excel Sports Management ('12 - '17); most recently, Mike held a senior sales position at BSE Global ('18), the owners of the NBA's Brooklyn Nets and Barclays Center.



Throughout his career, Mike has excelled in creating unique partnerships for his clients, including prestigious global, national and local brands. Mike has built an exceptional reputation as a driven, solution-oriented marketer who has a knack for developing and closing creative partnerships; his background makes him a perfect fit to lead this vertical for IdeaQuest. Mike ideated and packaged the acclaimed and now replicated "This Bud's For 2" retirement campaign for Derek Jeter and Budweiser. We got to know Mike personally through the partnership we created for our client American Family Insurance with Derek and his team at Excel.

In addition to tapping into his unique relationships, insights, experience, and creativity, Mike will be focused on proactively growing and evolving IdeaQuest in the consulting, property representation and brand talent procurement verticals.