

**Mike Belcher**  
**Director, Sponsorships and Entertainment Marketing**  
**T-Mobile USA**

Mike Belcher is in his fourth year with T-Mobile after being named to the newly created position in May of 2002. With more than 15 years of professional experience in Marketing, Belcher's responsibilities at T-Mobile include all Sponsorships, Promotions, Events and Entertainment Marketing.

Belcher has overseen the creation and execution of many innovative and successful marketing programs at T-Mobile. In 2003, Belcher was instrumental in launching the T-Mobile brand, including the creation of the first-ever outdoor concert event on Alcatraz Island "T-Mobile Rocks the Rock" to celebrate the nationwide launch of T-Mobile. In 2004, he formed the T-Mobile Action Sports Team consisting of the premiere athletes in Action Sports, including Olympic medalists Shaun White and Gretchen Bleiler. In 2005, Belcher negotiated T-Mobile's sponsorship of the NBA and recently formed a groundbreaking partnership with the National Federation of High School Athletics to develop the first-ever National High School Basketball Tournament, T-Mobile Invitational.

Belcher was also responsible for T-Mobile's sponsorship of the 2006 World Cup and help make the T-Mobile Sidekick a pop culture icon.

Prior to joining T-Mobile, Belcher was the Director of Global Alliances for the McDonald's Corporation where he played a critical role in managing McDonald's 10 year alliance with The Walt Disney Company.

Belcher also spent 8 years with The Walt Disney Company where he held marketing positions at The Disney Store, Disney Interactive and Disney Corporate Alliances.

Belcher holds a Bachelor of Science degree from Lewis and Clark College in Portland, Oregon where he played in the 1990 College Baseball World Series.

He currently resides in Seattle, Washington.