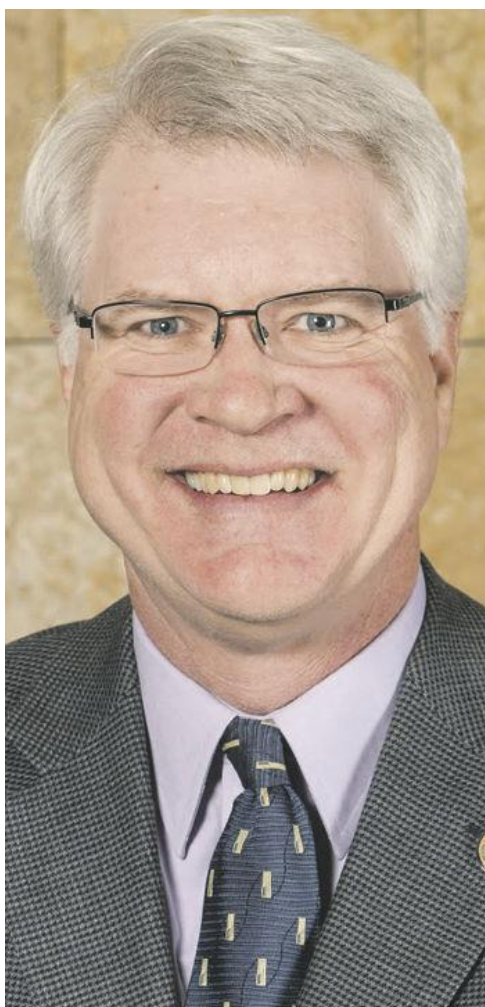


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Beloit Baseball hires team president

By JIM FRANZ Co-Sports Editor

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Jurgella

BELOIT—Jeff Jurgella, a Wisconsin native with over 25 years of experience in sports business in the Upper Midwest, has been hired by Gateway Professional Baseball to oversee Beloit pro baseball and the new riverbend stadium downtown.



“I’m excited to join Gateway Professional Baseball as Beloit baseball enters a new era,” said Jurgella, who is the new team president. “We will work hard to ensure that the Stateline region enjoys a first-class experience at the ballpark while looking for new ways to positively impact the community outside of the game. It’s a privilege to join a culture that will put a significant emphasis on improving the quality of life in our community well beyond the walls of the field.”

Jurgella’s hiring was announced by Beloit Snappers team owner Quint Studer.

“We performed an exhaustive nationwide search through the acclaimed sports talent search firm Marquee and we’re very excited not just to have found a local leader for our team, but to have found the best candidate. Jeff brings 25 years of experience from the highest levels of sports business to Beloit and shares our vision of using the new downtown stadium year-round to help improve the quality of life for all in our community.”

Marquee Search president Jeff Yocom said the position received a great deal of interest.

“We conducted a national search and once potential candidates learned about the caliber of opportunity and ownership’s commitment to the community, their interest skyrocketed,” Yocom said. “The hiring team chose from a very large and strong group

of candidates and ultimately landed on a Wisconsin son that we're excited to follow as he leads the organization into 2021 and beyond."

Jurgella's previous position was as vice president of Legendary Way Marketing in Madison, where he oversaw sponsorships for the PGA Tour's American Family Insurance Championship.

Prior to that, Jurgella spent 12 years in the front office of the Minnesota Twins, holding a variety of high-level positions, including Senior Director of Corporate Partnerships, Corporate Sales Manager, Assistant Director of Minor Leagues and Scouting, Stadium Operations Manager and Game Production Manager.

"This is a great day for Gateway Professional Baseball and the greater Beloit community," Minnesota Twins president & CEO Dave St. Peter said. "Jeff Jurgella is a proven leader with an impressive array of professional baseball, sports and entertainment experience. Most importantly, Jeff's character and commitment to relationship building will serve the Beloit franchise and community well. The future of baseball in Beloit just got even brighter."

Jurgella's resume also includes six years of experience as General Manager of Badger Sports Properties (Learfield) working with the University of Wisconsin Athletics Department and eight years of experience at Fox Sports North/Fox Sports Wisconsin as Senior Account Executive.

Originally from Wausau, Jurgella began his career with the Midwest League's Madison Muskies after graduating from UW-Madison. He later earned a graduate degree from the University of Minnesota. In addition to his professional experience, Jurgella currently teaches Sports Marketing as an adjunct professor at UW-Milwaukee and previously taught at the University of Minnesota.

“In his career, Jeff has held leadership roles touching all facets of a baseball team,” Studer said. “From sponsorships and marketing, to stadium operations, to fan experience and game production, to scouting and directing a farm system, he’s truly done it all and done it all well.”

It’s been a busy off-season for Beloit’s pro baseball franchise. In December, Beloit was invited to join the Miami Marlins organization as their Advanced-A affiliate after 38 years as a Class-A affiliate. Construction continues downtown on the future ABC Supply Stadium. About the only thing the franchise hasn’t done is release its selection of a new nickname.

Jim Franz

