

Labovitz School OF BUSINESS AND ECONOMICS

UNIVERSITY OF MINNESOTA DULUTH Driven to Discover

INTERNSHIP PROGRAM

DAVID BERGREN Marketing Major

Marketing Intern Duluth Huskies & UMD Athletics



How did you choose where to intern and did you seek help?

I didn't know what I wanted to do as a career until my sophomore year. Then I made the commitment to strive for a career in sports. I sat down with Lisa Pratt, who was the Director of the Alumni Relations office as well as my boss at the time. She connected me with Brian Nystrom Director of Marketing in UMD Athletics. One week later I met with him, and he offered me a position to be an intern with the UMD Athletic Department, and the rest was history.

Attaining my internship with the Duluth Huskies baseball team was a little bit different. Halfway through my junior year, I was interning for UMD at Amsoil Arena and talking with a friend of mine who also worked in athletics. He preached to me about how interning with the Huskies was an unbelievable experience and a building block for your resume if you wanted to pursue a career in sports. He then took me to one of the arena suites and introduced me to Greg Culver, the General Manager of the baseball team. We chatted, set up an interview, and went on our way. It is truly all about who you know in life.

What recommendations do you have for someone starting their internship journey?

Get you name out there, be open to new experiences, don't be afraid to work unpaid, and of course, network, network, network! Without networking, I would not have obtained the opportunities that have been thrown at me. Everyone you meet could possibly be a future employer, so treat everyone professionally and with respect.

What was the most surprising yet rewarding experience you had?

There have been plenty of surprises working in sports. One was all the people that you meet. People in the sports industry have the same mentality; work hard, play hard. When at work, we all put our nose to the grindstone and get done what we need to get done, and when we clock out, we have a good time. It makes for a great lifestyle and makes work fun.

The other surprise that I have experienced was landing a job with an organization that I have idolized since I was a toddler. In December of 2016, I landed a position with the Minnesota Timberwolves as an Inside Sales Associate. This truly was a dream come true! I am excited to get to work and become a part of the team.

What challenges did you face while interning and how did you overcome them?

One of the challenges I faced while interning at both sites was working with people who didn't want to be there or didn't have the same passion that I did. I love sports, (have since I could walk) but since I wasn't skilled enough to pursue it at the next level, this was the next best thing. You never know what will happen during a game day, so you have to be ready for whatever comes your way. If someone isn't prepared for all the excitement game day brings, it can get stressful for everyone.