



MATT BECHERER - PRESIDENT, HOMESTEAD-MIAMI SPEEDWAY

Ten years after his first job in racing was rescinded before he made it to Day 1 in the office, Matthew Becherer took the reins of one of motorsports' most prestigious tracks when he was named President of Homestead-Miami Speedway, in December 2009.

Becherer joined Homestead-Miami Speedway from Richmond International Raceway (RIR), where as Vice President of Marketing he oversaw all aspects of advertising, promotions, public relations and ticketing related to NASCAR, IndyCar, and USAC Sprint and Silver Crown races. He also managed facility rentals, shows, festivals and events that kept RIR active upward of 50 weekends each year.

Becherer earned a Bachelor of Science in Packaging from Michigan State University in 1994 and attained a Master of Business Administration in Marketing from the Moore School of Business at the University of South Carolina in 1999. While working toward his MBA, he attended his first NASCAR race at Bristol Motor Speedway with his father.

“That was the first time that I was able to sit in the stands, listen to a driver scanner and understand the marketing power that is associated with racing,” Becherer said. “Here I was getting a graduate degree in business with an emphasis on marketing, and this NASCAR thing was exploding right before my eyes. You always hear people say ‘Do something you love,’ and I had discovered my passion.”

Although Bristol was his first NASCAR race, Becherer was consumed by motorsports at an early age while following sanctioned racing that included the American Le Mans Series (ALMS), the Sports Car Club of America (SCCA) and Championship Auto Racing Teams (CART, before it was absorbed by the IndyCar Series).

“When I was 8 years old, I was jumping from track to track to watch racing with my dad,” said Becherer. “All my friends were going to baseball and football games, but I couldn’t get enough racing.”

That passion intensified, and while other MBA holders prepped for interviews at investment banks and consulting firms, Becherer sent resumes to race tracks and sanctioning bodies throughout the country—more than 150 in total.

“If they had anything to do with racing, they got something from me,” said Becherer. “The pressure was on, and I needed to find a job with graduation just three weeks away.”

Becherer received just one positive response to his campaign: an opportunity to interview with Penske Motorsports. The interview was a success, and Becherer accepted a verbal offer to join the marketing department at North Carolina Speedway.

Just days after accepting the job offer, however, Penske was acquired by International Speedway Corporation (ISC). As part of the acquisition, a hiring freeze was implemented and his offer rescinded. Becherer recalled it as “the worst missed opportunity of my life.”

Fate took another turn in the coming days when the exception was made to push the hire through, and Becherer was given just two days to make the trip from Ohio—where he had taken refuge in the apartment of his then-girlfriend Joanne—to North Carolina prior to the Penske-ISC deal going official.

After a year-and-a-half at North Carolina Speedway, Becherer served a two-and-a-half-year stint as Director of Marketing for Darlington Raceway before joining Richmond International Raceway, where he ascended to Vice President of Marketing.

“That was an amazing stretch for me,” Becherer recalls of his time prior to relocating to South Florida with his now-wife Joanne and daughter Lola. “I learned a lot about the industry, the role of a promoter and working with the sanctioning bodies—really, all of the mechanical nuts and bolts of our industry.”

Homestead-Miami President Matt Becherer on...

“Motor City” Upbringing: “If you’re born in Detroit, everything revolves around the automotive industry—it is genetically part of you. There’s just a car culture there, and cars have always been a part of my life. Racing is an extension of that.”

The Fans: “It’s more than a ticket and a race result: It’s about making memories for the fans. We are facilitating something much more powerful than what most businesses can do; we can play a role in the way that friends and families share experiences.”

Pooling Resources: “I want to leverage the collective resources of the community, the sponsors and the sanctioning bodies to make our events bigger than they already are—with the central theme being fan satisfaction.”

The “Stakeholders”: “We have plenty of stakeholders in this business but none bigger than the fans—their investment is not only financial but emotional. We will let the fans tell us what our guiding principles should be. A constant dialogue with the fans will allow us to come away with not what we deem a successful race weekend, but what *they* deem a successful race weekend.”

Matthew Becherer is available to media by request. Please contact Jay Rand, Homestead-Miami Speedway Director of Public Relations, at (305) 230-5233 or via jrand@HomesteadMiamiSpeedway.com.