

ADAM FLUCK

Graduated from Geneseo High School: 1995.

Secondary education: Graduate of Augustana College, (1999); majored in business administration – finance with a minor in political science.

Current position: senior manager of interactive marketing, Chicago Bulls

“As a member of the Interactive Marketing Department, I’m tasked to extend the organization’s goals and objectives onto our digital technology platforms, which include Bulls.com, BullsTV, mobile, social media (Facebook and Twitter), and mybulls (team’s e-newsletter). Bulls.com, the team’s official website, is the flagship component of it all, so I’m constantly updating the site with content, whether it is from Sam Smith, our main writer who spent 25 years working for the Chicago Tribune previously, my own content on occasion, or video content from Bulls TV. I also oversee mybulls, our e-newsletter with approximately 85,000 subscribers, and work in conjunction with our online store at Shop.Bulls.com.”

What led you to this career: “My passion for sports and basketball, in particular. When I was in high school and even college, I had always envisioned myself having a career in the world of finance, most likely investments, but I didn’t have a specific idea of exactly what I wanted to do. I worked for the U.S. Attorney’s Office for three years while attending Augustana College, and one of the attorneys encouraged me to seek out my “dream job,” even though to me it didn’t seem like all that realistic of a possibility. But, I gave it a shot and reached out to various members of the Bulls front office, then followed up with cover letters and resumes. Several months later, I received a call asking if I might be interested in a ticket sales internship, which I interviewed for and accepted. Later that year, a full-time position became available and I was fortunate enough to be hired for it. I started in 2000, so you can imagine how much my position has evolved with the never-ending changes and advancements in technology. But that, coupled with each season bringing a new set of storylines, is what keeps things interesting.”

High school experience: “My sports career, if you can call it that, had ended by the time high school began, but I kept busy with jobs. I’ve worked since I was in sixth grade, starting with a paper route and later working at a grocery store, then Edwards Ready Mix as part of the Co-Op Program during my senior year. I also spent a little time working for A.G. Edwards & Sons in the summer months.”

Words of wisdom: "My best advice is to find a career that you think you will enjoy and pursue it. Granted, you have to be realistic throughout that pursuit, but don't sell yourself short if you think there is something out there that could be a good fit for you. Along the way, gain whatever relevant experience you can and above all, work hard and prove to employers, as well as yourself, that you have the necessary discipline and determination to succeed in the world. Given how competitive it is to find good work establish contacts whenever you can, as networking is often the best way to land a job."

Family: Parents, Lee and Kathi Fluck, Geneseo; brothers, Justin Fluck, Chicago, and Kyle Fluck, DeKalb.