

Mike Herron Advertising Federation of Greater Hampton Roads 2017 Silver Medal Award Honoree



Mike Herron has been a visible media and marketing professional in Hampton Roads since 1982. He has been part of more than ten start-up initiatives with Pilot Media.

At present, Mike is Publisher of Pilot Media's *Inside Business*, *The Hampton Roads Business Journal*, Publisher of *Hampton Roads AutoGuide*, General Manager of Targeted Productions, Publisher of *Inside Leadership*, and General Manager of Pilot Media Keepsakes.

Previously, he held several senior management positions at *The Virginian-Pilot*, including Key Accounts Sales Manager, Advertising Services Manager, Automotive Manager, Regional Advertising Manager, and company-wide Training and Development Manager.

For his contributions, he was awarded his company's Publisher's Award of Excellence and Landmark Communications' EBIT Award.

Active in the advertising community, Mike served on the Board of Directors of the Advertising Federation of Greater Hampton Roads for several years and was its President in 1989.

He has been an active speaker at professional conferences, the American Press Institute, and is an alumnus of the Civic Leadership Institute. Mike has been a mentor and friend to numerous clients, advertising agencies, and competitive media executives.

Mike has served on numerous boards including Chesapeake Crime Line, Norfolk Clean Community Commission, West Ghent Civic League, Hampton Roads Economic Development Alliance, the Better Business Bureau, the Tidewater Council of the Boy Scouts of America, and Wildlife Response. He was an Elder of Wycliffe Presbyterian Church, and is an active volunteer with Reading is Fundamental, People in Need Ministry, the Charity Bowl, and the Food Bank of Southeastern Virginia.

He is a graduate of Old Dominion University. He is head coach of ODU's nationally-ranked rugby team, and serves on his inter-collegiate conference's executive committee. Having played in over 300 rugby matches, Mike is well known in national rugby circles. He is a founding member of two national rugby powerhouses; the Norfolk City Blues Rugby Club and the Cardinals Rugby Club.

A big-game hunter and worldwide angler, his first book, *The Book of Testosterone – Stuff Men Say*, was published in 2014 to critical acclaim.

Mike is married to his college crush; the beautiful Elyse Herron. His daughter Meg has blessed him with two granddaughters. His son Curt is a graduate of Virginia Military Institute and is on active duty in the Middle East with the United States Marine Corps.