



# TOM BERTSCH

## P r e s i d e n t

### CONTACT

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### ABOUT

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Tom Bertsch is President of Alliance Lifestyle Management (ALM), a full-service boutique firm specializing in financial and lifestyle management for small businesses, families, professional athletes/entertainers, and NCAA Student-Athletes. He built ALM from the ground up to for one main reason: To do what everyone else does not do.

He began his career at IMG, hence his Cleveland base, and helped lead the growth of its golf division into one of the best portfolios of client talent in the world. He helped pioneer, design and implement the financial blueprint that many successful people in business and sports use today. His experience working on both sides of this specialized table creates an invaluable perspective to lifestyle success, brand identification, contract negotiation and Name, Image and Likeness management.

Tom has over 20-years' experience assisting his clients with their everyday lifestyle needs. He has the special ability to identify success through the lens of financial opportunity. He has a passion to help his clients reach and exceed their personal and professional aspirations, He has been quoted in numerous publications including Golfweek and remains giving of his time and experience educating young adults in the importance of a 'street smart' approach to everyday living.

Tom is a graduate of John Carroll University in Cleveland, Ohio with a Bachelor of Science and Business Administration majoring in Accounting. He is a member of the University's Sports Hall of Fame due to his play as a student-athlete NCAA golfer.

As a sports fanatic, Tom leads a healthy lifestyle with his wife, daughter and son. Tom still plays competitive golf and stays active in his community as a coach for youth basketball and golf. Sports play an integral part in his everyday life, as they transcend his competitive and winning desire to succeed both for his family, business and his clients.