

GREGORY KIM

SPORTS & GAMING EXECUTIVE | COMMERCIAL STRATEGY • PARTNERSHIPS • FRANCHISE BUILDING

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Sports and entertainment commercial executive with 13 years across strategy, partnerships, and analytics in publisher-, league-, team-, and property-side roles. **\$500M+ in revenue, 40+ person teams.**

EXPERIENCE

OAK VIEW GROUP (CROWN PROPERTIES COLLECTION)

Vice President, Commercial Strategy | New York, NY | Oct 2023 - Mar 2026

- Led commercial strategy across marquee sports & entertainment properties (Knicks, Rangers, the Sphere, SailGP, TGL, Athlos, US Open Golf, Hudson Yards), generating **\$500M+ in revenue** across jersey patches, founding partnerships, naming rights, and hospitality
- Built and led a 9-person team across strategy and partner solutions; led the strategy and valuation that produced the **Knicks-Abu Dhabi patch (\$30M/year)**, **MUFG-Japan National Stadium naming rights (\$13M/year)**, and the **Sphere's commercial launch**
- Drove **profitability across three years** for a new OVG division through three operating model shifts; built insights, CRM, and OKR infrastructure, lifting close rate and enabling analytics-led forecasting

MADISON SQUARE GARDEN SPORTS CORP.

Senior Director, Commercial Strategy | New York, NY | Apr 2023 - Oct 2023

- Owned partnership pipeline and pitch strategy across MSG Sports (Knicks, Rangers) and MSG venues (the Garden, Hulu Theater, Radio City); set future packaging strategy for the Rangers' dasherboard asset

Senior Director, Sports Business Operations (Head of Counter Logic Gaming) | Los Angeles, CA | Jul 2021 - Apr 2023

- Led turnaround of a last-place League of Legends franchise; owned the P&L, restructured the roster, and rebuilt the commercial operation, capturing the **2023 LCS championship** under successor ownership
- Revitalized brand and launched new esports products, driving **+57% engagement, +191% YouTube growth**
- Renewed and upsold **Spectrum, Samsung, Logitech** on audience and content growth

EVIL GENIUSES

Director of Esports (promoted from LCS Director) | Los Angeles, CA | Oct 2019 - Jun 2021

- Ran competitive ops across LoL, VALORANT, CS:GO, Dota 2; **40+ staff and players**
- Built **\$33M LCS franchise** from ground up (roster, facilities, contracts, vendors), reaching **playoffs in inaugural season**
- Represented EG in league meetings with Riot, BLAST, and ESL on team interests and league governance

RIOT GAMES

League of Legends Championship Series Insights Lead | Los Angeles, CA | Jul 2018 - Oct 2019

- Served as primary league liaison to the LCS's 10 franchised teams on commercial, sponsorship, marketing, broadcast, and operational decisions, representing the league at **ownership meetings**
- Built analytics infrastructure (viewership, fan demos, sentiment, revenue KPIs) and the recurring League Health Report, enabling sold-out packages, dynamic event pricing, and \$15M+ in annual sponsorship revenue
- Partnered with an external valuation vendor on **sponsor pricing and post-campaign measurement**

EXETER GROUP

Senior Consultant | Boston, MA | Jul 2011 - Jan 2016

- Led a 10-person team advising the State of Hawaii CTO on stabilizing Hawaii's state health insurance marketplace, enabling **10,000+ enrollments**
- Drove program management for digital transformation and new platform launch at a **\$5B specialty pharmacy business**
- Ran program management for BioArch, the **American Red Cross's** Biomedical Services platform modernization

EDUCATION

MIT Sloan School of Management | MBA | Sep 2016 - Jun 2018

Williams College | BA, Political Economy and Asian Studies | Aug 2007 - Jun 2011

- Sloan Sports Analytics Conference Co-Lead 2018, Esports Track Lead 2017: 3,500+ attendees, 60+ person team, headline speakers Barack Obama, Alex Rodriguez, and Steve Ballmer, **\$1M+ sponsorship revenue**

SKILLS

- Technical:** SQL; Tableau; Excel; valuation and forecasting models; Claude Code for workflow automation

INTERESTS

Athletics: MIT Sloan basketball co-captain; NYSAIS hurdles gold medalist; golf

Other: League of Legends; World of Warcraft (Heroic Raiding); Riftbound; Fantasy Premier League;