**Mark Lev | President, Fenway Sports Management**

Mark Lev serves as President of Fenway Sports Management (FSM), bringing more than 30 years of experience as a veteran sports marketing leader to the agency. Lev oversees all critical aspects of FSM’s operations including management of its primary business units – Sponsorship Sales and Property Representation, Consulting, and Special Events, and is ultimately responsible for the agency’s growth, profitability and strategic direction.

Lev was one of FSM’s first hires when he joined the agency as Executive Vice President in 2005 and has been a major catalyst in the agency’s growth and success ever since. He played an essential part in building FSM’s impressive client roster, including: the Boston Red Sox, NESN, Roush Fenway Racing, Liverpool Football Club, Major League Baseball Advanced Media, THE NOTHERN TRUST, and NBA superstar LeBron James. Lev was also instrumental in developing and launching FSM’s consulting practice, which advises leading consumer and B2B brands, including Dunkin’ Brands, Steward and Blue Cross Blue Shield of Massachusetts, on maximizing their investment in sponsorships and driving ROI through sports and entertainment marketing.

During Lev’s tenure, FSM has experienced exponential growth in revenue across all business units and vastly expanded the team from four associates when he initially joined to the more than 40 professionals the agency currently employs. He was a driving force behind FSM’s strategic business partnership with LRMR Marketing & Branding and its principals, LeBron James and his business partner Maverick Carter, which aligned FSM’s innovative sales and business development efforts and LRMR’s marketing expertise with one of the world’s most recognizable athletes and granted FSM the exclusive rights to secure global marketing and sponsorship opportunities for James.

Lev played a vital role in extending FSM’s international footprint, helping to expand its operations to Europe, Asia and emerging markets across the globe by securing sponsorship sales, marketing and consulting engagements with some of the world’s most prestigious brands and most iconic sporting events. He was instrumental in securing high-profile sponsorship deals for Fenway Sports Group-owned properties including Warrior Sports’ then record-setting Kit deal with Liverpool Football Club, which marked the expansion of Warrior’s parent company New Balance, a U.S.-based sports equipment, apparel and footwear company, into the global sports sponsorship arena.

Lev also led the charge in helping Red Sox ownership realize their vision to restore Fenway Park as a community gathering place capable of producing a broad array of non-baseball events. Under Lev’s leadership, Fenway Park has been transformed into a proverbial five-tool player in the event space, playing host to a concert line-up featuring some of the world’s most accomplished artists and a diverse roster of competitive sporting events including English Premiere League matches, outdoor NHL and NCAA hockey, the “Shamrock Classic,” Ancient Gaelic sport of hurling and a number of unique and dynamic events that have garnered international acclaim and attention, including Polartec Big Air at Fenway and Red Bull Crashed Ice.

**Career**

Lev was promoted to Co-Managing Director in 2014 and Managing Director in 2015. Prior to joining FSM, Lev spent six years as Executive Vice President of Sales and Marketing for ANC Sports, a leading provider of integrated signage, design and marketing solutions for sports and commercial facilities. While at ANC, Lev served as a corporate sales and marketing consultant to many high-profile companies, including FSM, and sold signage for numerous professional sports teams, including the Boston Red Sox, LA Dodgers, New York Mets, Boston Celtics, LA Lakers, Phoenix Suns and Philadelphia 76ers.

Lev began his sports marketing career with the Boston Celtics, where he spent fourteen years developing a wide range of marketing initiatives and oversaw corporate sponsorship sales. As Vice President of Marketing and Corporate Communications for the storied franchise, Lev played an integral role in the creation and implementation of several special projects, and successfully helped launch the Celtics affinity credit card program. During his tenure with the Celtics he also served as Executive Director of the Red Auerbach Youth Foundation.

Lev resides in Brookline, Mass. with his wife Carol, and has two daughters – Phoebe and Sophie, and a son, Cooper.