

CYNOPSISSPORTS

February 19, 2015

Under Armour gets in the ring with Ali; Kenny Albert has a new gig;
Fanatics, Bruin Sports Capital tap key execs

ROSTER MOVES

Fresh off of launching international sports, media, marketing, branded lifestyle company **Bruin Sports Capital**, George Pyne has now named Tony Crispino as the firm's Chief Operating Officer. Crispino left IMG in December and began working at the firm just after the start of 2015 where he will be charged with the overall business and its operations, including business development and financial management.

Fanatics, Inc. reeled in Nick Eshkenazi to serve as the company's Chief Information Officer. Eshkenazi will be responsible for a broad range of internal and external technology capabilities across Fanatics' extensive platform of consumer and partner eCommerce businesses, including customer care and fulfillment operations as well as infrastructure, enterprise and information security solutions.

Tennis Channel promoted longtime media-advertising executive Allison Bodenmann to Vice President Head of Advertising Sales. She will oversee executive accounts, manage the staff in New York and act as a liaison between the ad sales team and the independent network's corporate headquarters in Los Angeles as well as continue to expand the channel's sponsor efforts.

<http://www.cynopsis.com/021915-armour-gets-ring-ali-kenny-albert-new-gig-fanatics-bruin-sports-capital-tap-key-execs/>