

March 23, 2015

New Bruin hires will sift acquisition targets

Bruin Sports Capital has added three more senior positions, including two financial experts who will evaluate potential acquisition targets.

Bruin, founded in January by George Pyne to be a sports media and marketing company, last week added Jeffrey Roth from Allen & Co., as well as Vincent Sarafa from Deloitte. In addition, Pyne dipped into his past and hired marketing strategist Eva Hoffman, with whom Pyne worked when both were at NASCAR.

BRUIN SPORTS CAPITAL

George Pyne, founder & CEO

Tony Crispino, COO, principal

David Abrutyn, executive vice president, principal

Jeffrey Roth, vice president, principal

Vincent Sarafa, associate

Eva Hoffman, director of corporate development and planning

Roth was hired to serve as Bruin's vice president and principal, and will be responsible for evaluating companies that Bruin might seek to acquire. At Allen & Co., Roth played an integral role in helping Pyne get Bruin off the ground with \$250 million in capital raised.

At Deloitte, Sarafa advised clients on mergers and acquisitions. He was brought on as an associate at Bruin.

Hoffman comes to the company from the Brooklyn Nets, where she was a marketing consultant for the NBA team and Barclays Center. She previously worked at NASCAR when Pyne was COO of the sanctioning body. She's director of corporate development and planning for Bruin.

The new company will be headquartered in White Plains, N.Y., Pyne said. Bruin has leased an 8,000-square-foot space in The Ritz-Carlton that will accommodate 20 people beginning in June.

Previously, Bruin announced the hiring of Tony Crispino and David Abrutyn, a pair of principals who formerly worked with Pyne at IMG.

<http://www.sportsbusinessdaily.com/Journal/Issues/2015/03/23/Marketing-and-Sponsorship/Bruin-Sports-Capital.aspx>