



ENGINE SHOP

Engine Shop's Growth Continues Launches Global Sports Consulting Practice With The Acquisition of T Burns Sports Group

AGENCY ALSO ADDS PROMINENT INDUSTRY EXEC. GORD LANG AS CHIEF GROWTH OFFICER

NEW YORK, NY (2.19.18) -- Brian Gordon, the CEO of Engine Shop announced today the agency's acquisition of T Burns Sports Group, founded by Terrence Burns, the globally-recognized expert on international sports marketing rights and best practices and the architect of a combined eight winning Olympic and World Cup campaigns. Burns, now Executive Vice President, Global Sports for Engine Shop will integrate his practice into the agency's U.S. based consultancy to form powerhouse combination of best-in-class services and expertise that will support marketers, rights holders and governing bodies worldwide.

Also announced today was the addition of Gord Lang as Chief Growth Officer, for the company. Lang has a distinguished career and is a catalyst for business growth and marketing innovation. He joins Engine Shop after 17 years at Octagon, the last several as CRO, where he played a leading strategic and operational role in the agency's growth and worked closely with its parent IPG. Both he and Burns, report to Gordon.

This is the second acquisition in the last three months for Engine Shop, a Bruin Sports Capital Company, which in December, closed on The Gamer Agency (TGA), a preeminent esports strategy, event production, and development company. And, as with the TGA acquisition, it positions the company to capitalize on growing consumer demand and shifting marketing investment.

"Engine Shop is focused on finding smart, calculated growth opportunities and we're committed to attacking them in bold fashion when they present themselves. Adding Terrence and Gord not only bring us unparalleled industry experience in their respective areas but bring us two veterans who still yearn to innovate and disrupt the status quo."

Burns has a storied history of Olympic marketing, sponsorship consulting/sales, Olympic and World Cup bidding and international sports communications. He was the brand and messaging consultant and bid strategist for the Los Angeles 2028, PyeongChang 2018, Sochi 2014, Vancouver 2010 and Beijing 2018 successful Olympic bids as well as the Russia 2018 World Cup bid. He served as the bid strategist for the sports of Golf and Wrestling's return to the Olympic Games. Additional clients Burns has advised the Australian Rugby Union, Association, Samsung, Petro Canada, the City of Moscow, BHP Billiton, TNT China, Bell Canada, Dow Chemical, Nissin Foods, the IOC, and the International Paralympic Committee.

"Terrence is known as the foremost authority on International sports rights and the interests of governing bodies, leagues and federations but he's also a compelling marketer and storyteller. His new role leading global sports consulting will stretch him beyond this, integrating Engine Shop's core competencies with his global expertise to service the needs of brands as well as his traditional client base."

"The Engine Shop team is the most forward-thinking group in our business today, hands down. I wanted to be a part of it," said Burns. "Together with Bruin Sports Capital, we can inject a much-needed fresh perspective into the Olympic sponsorship space and the entire global sports landscape, creating new opportunities for marketers and rights holders can reach young sports fans - which is crucial to their success."

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Lang, meanwhile, delivered consistent double-digit growth at Octagon and had worked with blue-chip brands such as The Home Depot, DOW, Beam Suntory, Taco Bell, Kaiser Permanente, Marriott, Topps, Dannon, and DHL. He also organized a global collaborative network of 250 across 65 IPG agencies driving significant incremental revenue for the company. His best practices for business development, client services, and talent management have been integrated throughout that organization and are still in place today.

“Growth for Engine Shop isn’t just relegated to winning business – it’s about finding and exploiting opportunities through clients, acquisitions, partnerships, new lines of business or even the creation of owned properties. Gord is someone who has that broad lens on the concept of growth and the experience to help us be successful in pursuing it.”

“From the leadership and throughout the organization, Engine Shop is nimble and smart with aggressive growth plans. Together, we are going to unlock new opportunities and ventures to shake up the industry which is why I decided to join the organization,” noted Lang “Combine all of that with the vision of the Bruin Sports Capital team, and I cannot wait to start!”

About Engine Shop: Engine Shop, the 2017 Sports Business Journal Best in Sports Event & Experiential, is an industry-leading engagement marketing company focusing on passion points to create authentic connections between brands and consumers. The agency uses its access to sports, entertainment and lifestyle verticals to amplify our strategic, creative solutions. The agency's clients include American Family Insurance, Anheuser-Busch, Dave and Busters, ESPN, Greyhound, Johnson & Johnson, Mercedes-Benz, Moet Hennessy, Tiffany & Co. and Under Armour, among others. Engine Shop is headquartered in New York City with offices in Beverly Hills, Atlanta, and Miami.