

GEORGE PYNE, AMERICAN BUSINESS EXECUTIVE, FEATURED IN FAST COMPANY

NEW YORK – November 12, 2014 – George Pyne, an American business executive and former President of IMG Sports and Entertainment, authored a FastCompany.com op-ed story on November 6, 2014.

In the article, Pyne wrote about “How to Prepare Your Business for Growth.”

Pyne, 49, wrote, “Every business starts out with the best of intentions and unlimited potential. Timing is everything, and when you hit the market at the perfect time, it feels almost pre-destined. Your branding is cohesive, and there is an audience for whatever it is you have to offer. When you launch, sales are instantaneous, and there is more demand than supply.”

Pyne continued, “This is why you need to think beyond the initial start-up business plan and include a solid growth plan.”

Pyne also explains four concrete categories for preparing a business for growth: “A realistic scenario, a creative structure, be consistent, and numbers don’t lie.”

Read the full FastCompany.com article:

<http://www.fastcompany.com/3038058/how-to-prepare-your-business-for-growth>

About George Pyne

George Pyne is an American business executive and former President of IMG Sports and Entertainment. He has served on the Boards of IMG, 24 Hour Fitness and NASCAR. He is currently on the Board of the National Football Foundation. Prior to joining IMG, he served as Chief Operating Officer of NASCAR, where he was only the second non-family member in 50 years to join its board of directors. Pyne grew up in Milford, Massachusetts and attended Brown University where he played football for the Brown Bears and majored in Political Science. While at Brown, he earned All-Ivy League and All-New England honors and served as the team's captain. [http://en.wikipedia.org/wiki/George_Pyne_\(business_executive\)](http://en.wikipedia.org/wiki/George_Pyne_(business_executive))

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