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## Ex-IMG Exec Launches Sports Firm



George Pyne, former president of sports and entertainment at IMG Worldwide, has launched a new, privately held media, sports, marketing and branded lifestyle company—Bruin Sports Capital.

The venture just completed a 6-month \$250 million equity round that resulted in \$500 million in buying power.

Pyne is a 25-year veteran of the sports world with time spent at both NASCAR and IMG. He was recognized as one of the most influential people in professional sports by *Bloomberg BusinessWeek*, *The Sporting News* and the *Sports Business Journal*, and is also a member of the *Sports Business Journal's* Hall of Fame and the National Football Foundation's Leadership Hall of Fame. He has been also been hailed by *Advertising Age* as a Top 100 Marketer.

"Identifying unique opportunities, attracting world-class management teams, establishing a culture of innovation and creating real value is what will make up Bruin Sports Capital's DNA," says Pyne. "The firm will be opportunistic and nimble in pursuit of its goals. The key points of differentiation that will define Bruin Sports Capital include its unparalleled access to the best deals; long-term, flexible capital; extensive operating expertise; strategic capital and global resources in our investors; and finally, our speed of execution."

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