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## **IMG's Crispino follows Pyne to Bruin Sports**

Bruin Sports Capital, the new global sports marketing firm launched by former IMG Worldwide president George Pyne, has appointed Tony Crispino as its chief operating officer.

Crispino joins Bruin Sports having left the IMG agency in December. Upon his arrival at IMG in 2005, Crispino was tasked with the restructuring and creating value across global finance and operations for the golf, tennis, fashion, events, consulting, licensing, college, performance training and media business units of the company.

In 2010, Crispino was appointed as the chief operating officer of IMG College in order to oversee the integration and growth of the fastest growing business unit within the company.

At Bruin Sports Capital, Crispino will be responsible for the overall business and its operations, including business development and financial management.

Crispino said: "Based on George's track record of value creation at Nascar and IMG, I have no doubt that Bruin Sports Capital will be successful. I am excited about the future prospects of building businesses around the world, while creating value for Bruin Sports Capital's partners and investors."

Crispino's appointment comes after British multinational advertising and public relations company WPP last month said it is leading a syndicate investing \$250m (€219.9m) in Bruin Sports.

WPP will have a preferred partnership arrangement with Bruin Sports Capital that allows its operating company's clients to benefit from sports media and sponsorship opportunities.

<http://www.sportbusiness.com/sport-news/img%E2%80%99s-crispino-follows-pyne-bruin-sports>