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Former IMG exec Abrutyn joins Bruin Sports Capital

Former IMG executive David Abrutyn has been named executive vice president and a principal of Bruin Sports Capital, joining Tony Crispino as the new entity's second major hire.

Abrutyn, previously IMG Consulting's senior vice president and global managing director, will be responsible for working across the portfolio of companies that will fall under the Bruin Sports Capital umbrella when the company begins to pursue investment opportunities in the coming months.

Bruin Sports Capital was founded by American businessman and former IMG executive George Pyne last year and is currently eyeing investments in sport, entertainment, media and branded lifestyle. Between June and December of last year, Pyne raised some US\$250 million for the new venture during an initial equity round, with media giant WPP taking a stake believed to total between 35 and 40 per cent of the company.

Commenting on his latest hire, Pyne said: "David is admired, trusted and respected by executives from sports and entertainment properties, media entities and brands around the world.

"His skills in getting in the trenches and building global businesses, working with clients to generate innovative ideas and creating cultures of transparency and inclusion are a welcome addition to the Bruin partnership team."

Abrutyn led a team of over 160 executives in 20 offices across 13 countries while at IMG, where he had worked since 1999. He joins fellow former IMG employee Tony Crispino at Bruin Sports Capital, with the latter's appointment as chief operating officer having been announced last week.

"Becoming a principal at Bruin Sports Capital and having the opportunity to work again with George, Tony Crispino and others that will join us in the future is the perfect next step in my career," said Abrutyn.

"I am excited about the possibilities that exist for us to work with our investors and put our collective experience and relationships together to do remarkable things with great people and companies around the world."

Additional appointments at Bruin are expected to be announced in due course, with Pyne in the process of assembling a team of around ten, made up of investment, due diligence and acquisitions experts.

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