



## PETER LAATZ NAMED GLOBAL MANAGING DIRECTOR OF IEG

FORMER NIELSEN SPORTS AND REPUCOM SENIOR EXEC TAPPED TO LEAD NEW ERA FOR  
GLOBAL LEADER IN SPONSORSHIP VALUATION AND MEASUREMENT SOLUTIONS.

NEW YORK, NY/Chicago, IL (1.14.19) – Peter Laatz, has been named Global Managing Director for IEG, it is announced today. Laatz will now lead the company with a focus on driving product and services innovation and growth across its three primary verticals of business: valuation services, measurement and business insights and data, intelligence and thought leadership. IEG was purchased last fall by Engine Shop, a Bruin Sports Capital company.

Throughout his career, Laatz and his teams have guided marketing, research, analytics and consulting initiatives for hundreds of global sports and entertainment brands, leagues, teams, and rights holders. He joined Repucom in 2011, and his tenure coincided with the organization’s transformation into full-service research practice that was ultimately acquired by Nielsen in 2016. Then, as Executive Vice President for Nielsen Sports, Laatz directed and oversaw the North American sports business, including all operations and a 90-person team. He was also named to Nielsen Sports’ global executive committee which oversaw a unit that served marketers in 25 countries.

“I am thrilled to join IEG at this important time. The industry is at a crossroads that will continue to mandate accountability around sponsorship investments,” said Laatz. “IEG has quite a storied heritage and has pioneered a number of leading approaches. That, coupled with renewed resources and vision, will propel the industry forward with new thinking to capture the complete story of a sponsorship’s commercial and consumer impact.”

Laatz will be based in IEG’s Chicago headquarters and report jointly to Engine Shop CEO, Brian Gordon and President, Chris Handy. They commented, “Pete is one of the industry’s most respected professionals and his knowledge and experience is a perfect fit for where we want to take IEG. His career track through the client side, rights holder side and agency side gives him unique perspective on the entire sponsorship ecosystem.”

Before joining Repucom, Laatz held senior positions at Chip Ganassi Racing Teams in Charlotte, N.C., where he managed the marketing and partnership efforts for the team’s NASCAR, IndyCar, and Sports Car series operations. Before that at Miller Brewing Company, his role spanned sports and entertainment marketing across multiple Miller brands including key sponsorship alliances with NASCAR, NFL, Major League Baseball, venue sponsorships, record labels, promoters and film studios.

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Last year's purchase of IEG was part of a sweeping series of growth initiatives that built upon Engine Shop's momentum, propelling it to the forefront of high-growth sectors in esports, gaming, global sponsorship, rights, data, and analytics. The moves included acquisition of The Gamer Agency (Dec. '17), T Burns Sports Group (Feb. '18) and SA Studios Global Esports and Soccer business (March '18). IEG will continue to operate as an independent affiliate of Engine Shop.

**About IEG:** IEG is the premier global consultancy in partnership strategy, evaluation, and measurement for leading sponsors and rightsholders. Founded in 1982, IEG pioneered thought-leadership in sponsorship and invented the industry's gold standard for sponsorship valuation. The company's creative approach, combined with analytics, data and the broad experience of its team, helps clients make informed strategic decisions that maximize return. Only IEG has the strategic insight and objective perspective on the world of sponsorship that is crucial to helping brands build blueprint strategies to exceed long-term goals. IEG's role as standard-setter and unparalleled information resource through its Annual Conference: IEG World and the IEG Sponsorship Report informs its client relationships and helps ensure partnerships play a pivotal role in executing business strategies.

**About Engine Shop:** Engine Shop, is an award-winning Global Sports and Entertainment Marketing Agency that specializes in modern, omnichannel marketing campaigns that foster consumer engagement through experiences. Its clients include American Family Insurance, Anheuser-Busch InBev, Floor and Décor, Greyhound, Johnson & Johnson, Major League Soccer, Mercedes-Benz USA, Michael Kors, National Hockey League, Tiffany & Co. and Under Armour, among others. It also played a significant strategic role in the recent World Cup winning bid by the United Bid of Canada, Mexico, and the United States. Engine Shop is headquartered in New York City with offices in Beverly Hills, Atlanta, and Chicago.

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