

# ENDEAVOR

**ENDEAVOR INVESTS IN WHALEROCK INDUSTRIES AND BECOMES STRATEGIC OPERATING PARTNER**

## **LLOYD BRAUN NAMED PRESIDENT OF ENDEAVOR'S CLIENT GROUP**

**BEVERLY HILLS, CA (NOVEMBER 7, 2019)**—Endeavor today announced its investment in digital media company Whalerock Industries. Through this investment, Endeavor will become a strategic operating partner in Whalerock, and the company's CEO, Lloyd Braun, will become President of Endeavor's representation and management businesses, which include entertainment agency WME; fashion management companies IMG Models, The Wall Group, Art + Commerce and LENS; and IMG's global licensing business.

"Lloyd is an innovative, creative executive with an innate ability to identify and grow successful businesses for individuals and brands," said Mark Shapiro, President of Endeavor. "In this new role, Lloyd will be charged with harnessing our collective resources to elevate our offerings for clients across entertainment, sports and fashion. Lloyd possesses a rare and unique perspective, having held executive positions at the intersection of talent management, content creation and digital production. I was lucky enough to work with Lloyd while he was at ABC, where I witnessed firsthand his significant expertise and passion for the creative community."

"Artists and creators have more influence and power than ever before, and I'm excited to be joining Endeavor in a role that will help our clients best capitalize on all the resources available to them across our network," said Braun. "These teams are the best in the business, and I'm proud to support their continued growth."

Founded by Braun in 2007, Whalerock specializes in strategic consulting and organizational design, and will be led moving forward by Whalerock's current COO, Anne-Marie O'Neill, who will become CEO. The Whalerock team will work closely with 160over90, the global creative agency within Endeavor, to serve the world's leading brands.

"Whalerock's successful track record in strategic consulting and operational design will serve as the ideal complement to 160over90's capabilities across advertising, branding, experiential, partnerships, PR and communications," continued Shapiro.

Before founding Whalerock, Braun was Head of Yahoo!'s Media Group, where he oversaw Yahoo!'s media properties, including all news, finance, sports, entertainment, games and lifestyle properties. He joined Yahoo! from ABC Entertainment Television Group, where he served as Co-Chairman and then Chairman between 1999 and 2004, overseeing the development of several hit series, including "Lost," "Desperate Housewives," "The Bachelor," "Grey's Anatomy" and "Jimmy Kimmel Live!." Prior to ABC, Braun was President of Brillstein-Grey Entertainment for five years, overseeing its motion picture, television and management divisions.

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### **Endeavor**

Endeavor is a global entertainment, sports and content company, home to the world's most dynamic and engaging storytellers, brands, live events and experiences. The company is comprised of industry leaders including entertainment agency WME; sports, fashion, events and media company IMG; and

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premier mixed martial arts organization UFC. The Endeavor network specializes in talent representation; marketing and licensing; content development, distribution and sales; event management; and a number of direct-to-consumer offerings.

## **Whalerock Industries**

Whalerock Industries is a digital media company specializing in strategic consulting and organizational design. Whalerock has created multiple digital apps and web properties in partnership with the world's most impactful companies, celebrities and networks. The company's creative services group works with third party brands to develop media and digital strategies, and support digital product development and production. Whalerock's investors include GF Capital Management and Insight Partners.

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