

Peter Murray

Biography



Peter Murray is a veteran marketer, sports/entertainment business executive, and Chief Executive Officer of the Professional Fighters League (PFL). As PFL CEO, Murray oversees all business, fighting, and production operations for the mixed martial arts league that will launch its inaugural season in June 2018. The PFL is the world's only global MMA league that features a regular season, playoff, and championship format.

Murray joined PFL from Plank Industries, a privately-held investment company owned by Kevin Plank, the founder, Chairman and CEO of Under Armour. Murray advises the company on strategy, marketing and business development to support growth of investment holdings including Sagamore Spirit, Sagamore Racing, Sagamore Ventures, and the Port Covington redevelopment in Baltimore.

Prior to Plank Industries, Murray was Vice President, Global Brand and Sports Marketing for Under Armour starting in 2014. In his role, he was responsible for brand strategy, sports marketing, go-to-market planning and category management for basketball, global football, baseball, tennis and Olympic sports. Murray oversaw global sports marketing asset acquisitions, sponsorships and licensing partnerships with professional leagues and clubs across properties such as the EPL, NFL, NBA, MLB, and MLS. He successfully led the company's first ever league wide uniform outfitting deal with MLB involving a strategic joint venture with Fanatics, launching on field and at retail in 2019.

Tapping into his entrepreneurial spirit, Murray co-founded Insignia Sports and Entertainment in 2012 serving as President and CEO. The agency specialized in brand consulting, property representation, content, integrated campaigns, digital/mobile engagement and sponsorship activation. Insignia drove results for clients such as Under Armour, Samsung, PepsiCo, Hudson Yards, ICC European Football Tournament, Miami Dolphins and The ACC Network.

Prior to Insignia, Murray was Executive Vice President of Corporate Consulting at William Morris Endeavor from 2009 to 2011 overseeing brand relationships, client marketing and new business initiatives across multiple divisions including sports, film, TV, music, digital, theatre and literary.

Before joining WME, Murray was an executive at the NFL where he held several leadership positions over 13 years including Senior Vice President of Business and Content Development. Previously he served as Senior Vice President of Partnership Marketing and Corporate Sales overseeing U.S. and International sponsorship, partner activation, NFL Network and NFL.com inventory planning, e-commerce and entertainment. Murray introduced year-round activation platforms combined with consultative solutions sales with brands to ensure ROI for partners, which led to doubling sponsorship revenue and increasing fan engagement year-round. He started at league working for NFL Films leading programming, distribution, media sales, and commercial production.

Early in Murray's career after graduating from Iona College, he made his mark in advertising working as an Account Executive for Young & Rubicam NY and Account Supervisor for Bates Worldwide.

Murray is a two-time recipient of the Sports Business Journal's Forty Under 40 Award. He currently serves on the Board of Force Blue, a new non-for-profit initiative uniting Special Forces veterans with ocean and coral reef conservation.