

## **Mark Fischer**

### ***CEO***

### ***Eastbridge Sports Management (Shanghai) Co. Ltd***

Mark Fischer has enjoyed more than two decades of building successful sports and media businesses in China and other key markets in Asia.

He is currently CEO of Eastbridge Sports Management, a Shanghai-based agency providing sports marketing, management, social media and advisory services to brands, rights holders, and related entities seeking growth opportunities in China and other key markets in Asia.

From 2010 to 2014 Mark established Asia operations for the Ultimate Fighting Championship (UFC), where he drove more than 10-fold increases in both audience and revenues, organized the company's first six events in the region, and produced a 12-episode Chinese version of *The Ultimate Fighter* reality show series.

From 1997 to 2009 Mark played a central role in building the National Basketball Association (NBA) brand and business segments across East Asia. As the first Managing Director of NBA China from 2003 to 2008, Mark led that division's explosive growth from a two-man startup to a valuation of \$2.3 billion.

Prior to joining NBA, Mark spent nearly a decade in sales and marketing management roles in Asia, first in Taiwan and later in Beijing, for several electronics and media entities. Proficient in Mandarin, the Boston native earned a Master's degree in Public Administration from Harvard's Kennedy School of Government, and a Bachelor's in History from the University of Michigan.