

Spring 2018

## Endeavor: Ari Emanuel

Maxime Gire  
*Bowling Green State University*

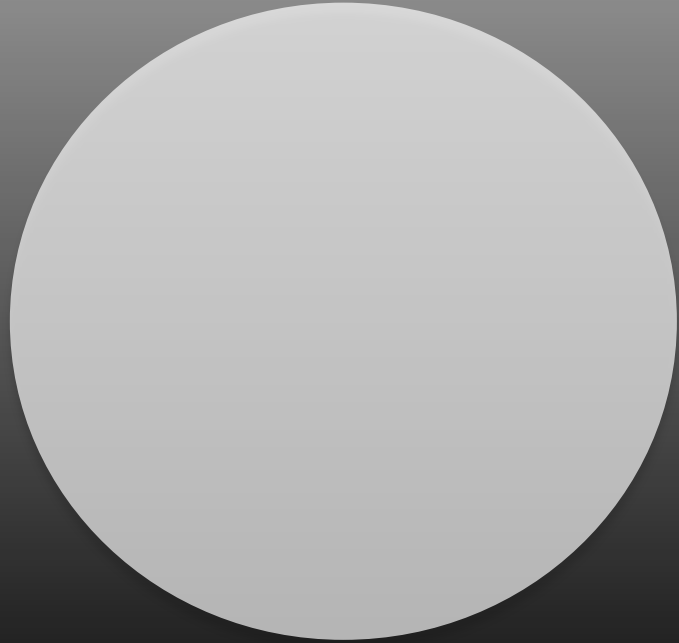
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# MEDIA LEADER PRESENTATION

Ari Emanuel, CEO of Endeavor

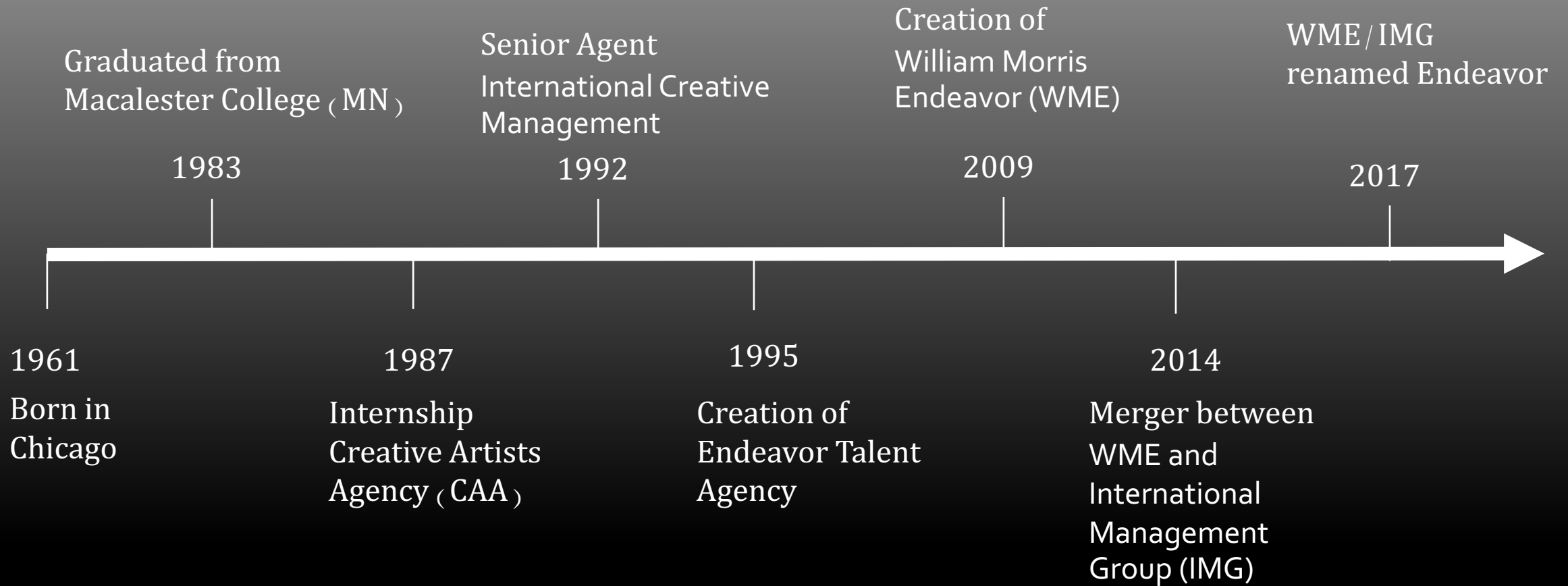
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MAXIME GIRE

# About Ari Emanuel

- 56 years old
- Grew up in Chicago
- Talent Agent
- Co-CEO of Endeavor (formerly WME/IMG)
- Brother of Rahm Emanuel (mayor of Chicago)
- Inspired the character of Ari Gold in TV show "Entourage"
- Known in the industry for his brash style

# Chronology



# Business model of the media company

## Entertainment

Representation of a powerful and diverse roster of artists and creator across every entertainment

## Fashion

Manage the careers of clients that includes 14 of the 21 highest paid models in the world

## Sports

Production of more than 50.000 hours of sports programming every year distributed across TV, radio, mobile and other devices.

# Management philosophy

<https://www.youtube.com/watch?v=dp8g64DPsws>