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Sports Industry Veteran Marc Reeves Joins Leading Entertainment Discovery Platform Fever To Run Strategic Partnerships

Bringing his knowledge from a wide array of experiences with organizations such as Nike and the National Football League (NFL), Reeves enters Fever in full-force

Joining a diverse, established leadership team, Reeves will diversify the company's portfolio of partnerships, which includes top-tier companies like Netflix and Warner Bros.

Fever – with the mission to democratize access to culture and entertainment – helps millions of people every month to discover the best experiences in their cities



Los Angeles, February 2, 2023 - Driven by the objectives of attracting the best talent and continuing its global expansion, Fever, the leading live-entertainment discovery platform, welcomed Marc Reeves as Head of Global Strategic Partnerships. Fresh off the heels of last year's \$227M investment round led by Goldman Sachs, which raised the start-up's valuation to over a billion (to what is commonly known as a Unicorn), the company has continued to broaden its workforce and portfolio of high-profile collaborators, which include Netflix and Warner Bros.

Joining forces with Reeves, a longtime sports veteran, Fever, a leader in the live-entertainment industry, continues diversifying its leadership roster to explore potential partnerships with key industry players, empowering them to grow their business ventures through data and technology.

Alongside its partners, Fever has delighted a wide range of audiences with highly successful endeavors like Van The Queen's Ball: A Bridgerton Experience, Harry Potter: A Forbidden Forest Experience, Van Gogh: The Immersive Experience, and Stranger Things: The Experience. In addition, its original Candlelight Concert concept is now active in over 100 cities, with performances in spectacular venues.

Drawing on more than two decades of experience in the sports industry, Reeves joins Fever following his latest role as Head of Brand for Football at Nike, where he led consumer and marketplace efforts across the company's football business, which included the National Football League (NFL), the National Collegiate Athletic Association (NCAA), Grassroots, and Performance. Before that, Reeves served as General Manager for Nike+ Member Services, establishing the brand's vision and connecting athletes through digital and physical products.

Prior to his stint at Nike, Reeves garnered extensive experience at the NFL and IMG (acquired by WME in 2014 to form Endeavor). During his tenure at NFL, Reeves led all marketing, fan development, and revenue-generating partnership efforts outside the United States as the organization's International Commercial Director and Managing Director for NFL Canada. As Vice President of IMG, Reeves was responsible for sponsorship sales and activations, athlete endorsements as well as leading global consulting relationships. Additionally, Reeves sits on the board of directors of Relo Metrics and advises a number of sports and technology companies, providing counsel to help guide growth and innovation.

With his new appointment, Reeves joins a diverse team made up of experienced profiles like Mariano Otero, who entered the company as Vice President and General Manager of the Americas in 2020 after establishing and exponentially growing Uber's business in Argentina, and Darío García, previously employed by Netflix and Facebook (now Meta), who joined the company last year as Vice President of Data and Machine Learning. As a unit, Fever's high-profile Americas leadership team continues to lead the digitalization of the experience economy in the region, empowering partners and democratizing access to culture, arts, and other experiences.

ABOUT FEVER

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.



Fever