

octagon global events

NEWS RELEASE

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OCTAGON GOLF & OUTDOORS DIVISION RENAMED GLOBAL EVENTS

McLean, VA – Octagon, the world’s largest sports and entertainment marketing and representation agency, has announced the naming of its Global Events division. Octagon Global Events, part of the Octagon’s Athletes & Personalities group, was formerly known as Golf & Outdoors. The name change was made to reflect the division’s growing presence in event management and marketing worldwide.

“The Global Events division is a thriving part of Octagon that has grown and expanded its expertise in recent years under the management of Chris Higgs,” said Phil de Picciotto, president of Octagon Athletes & Personalities. “The group will continue its expertise in golf event management, but will increasingly seek opportunities outside of golf and on a worldwide level.”

Over recent years the former Golf division had expanded into outdoors with the management of the nationally-recognized Toyota Texas Bass Classic. In 2010, the division managed the LPGA Tour’s The Mojo 6, which was the first professional golf tournament in Jamaica in 20 years. In 2011, the division has added a tennis event, the Mercury Insurance Open, and operational management of the Professional Anglers Association Tournament Series. In addition, Global Events will continue to manage Korean-based Doosan’s golf sponsorship, including presence at the British Open Championship.

Chris Higgs serves as the managing director of Octagon Global Events. Higgs joined Octagon in May 2009 after spending seven years as the senior vice president and chief operations officer of the LPGA Tour. Higgs has 25 years of experience in the golf and sports industry, consulting events and sponsors on six continents, including managing or directing over 120 LPGA, PGA and Champions Tour events. From 1990 - 2001, Higgs was the president and chief operating officer for Executive Sports International, managing the sports marketing enterprise of Jack Nicklaus and Golden Bear International.

Higgs’ senior vice presidents are Andy Bush and Jeff Kleiber. Bush has consulted for or managed over 60 events across four tours - the PGA TOUR, Champions Tour, LPGA Tour and Japan Tour. He also spent over three years with Nicklaus-owned Golden Bear International, two years with the LPGA Tour as operations director of the Solheim Cup and two years as tournament director of the 87th PGA Championship at Baltusrol Golf Club in Springfield, NJ.

Kleiber, who started at Octagon in 2003, is a veteran of the sports marketing industry since the early 1990’s. He has worked with multiple golf tours and currently oversees the marketing & communications efforts for all of Octagon’s global events, while also serving as executive director of The ACE Group Classic and SAS Championship on the Champions Tour.

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“We are excited to utilize our award-winning management and marketing expertise to execute seamless events across the globe,” said Chris Higgs, managing director.

Octagon Global Events has strong, long-standing business relationships with a number of international companies, including over 10 years with Sybase, SAS and The ACE Group. Additionally, Global Events continues to work closely with Walmart, Procter & Gamble and Toyota, among others.

Octagon Global Events currently manages six golf tournaments across the LPGA Tour, Champions Tour and Nationwide Tour, the Mercury Insurance Open on the WTA Tour, and the Toyota Texas Bass Classic. Global Events also manages special events for athletes, celebrities and companies worldwide.

“We are also excited to announce the hiring of Jung Jee and the opening of a Global Events office in Beijing, China,” said Higgs. “J.J. is a great addition to our group and we are excited about the opportunities that he will be pursuing in China.”

Jee, a native of South Korea, is an eight-year veteran in the sports industry. Jee leads business operations in Asia for Octagon Global Events, which includes management of South Korean conglomerate Doosan’s sport sponsorship. Prior to joining Octagon, Jee spent four years at Velocity Sports & Entertainment, where he served properties and clients, including Madison Square Garden, United States Tennis Association, Breeders' Cup, Universal Studios, Cirque du Soleil and Motorola. He is a graduate of the Warsaw Sports Marketing Center of the University of Oregon and also studied International Studies at Yonsei University in Seoul.

Octagon currently has over 800 employees in 22 countries on six continents. The Global Events division represents 11 offices in four different countries.

About Octagon Global Events

Octagon Global Events is a division of Octagon, the world’s largest sports and entertainment representation and marketing agency. Octagon Global Events focuses on premium event/property management, developing key athlete relationships and providing strategic corporate solutions. The division currently manages 23 events and properties worldwide. For more information visit www.octagonglobalevents.com.