

LISA MURRAY

Executive Vice President, Global Chief Marketing and Inclusive Diversity Officer, Octagon Sports and Entertainment Network

Lisa Murray is Executive Vice President, Global Chief Marketing and Inclusive Diversity Officer, Octagon Sports and Entertainment Network. During her 30-year tenure with Octagon, she has helped grow the agency into the recognized industry leader in sports and entertainment marketing.

In her role, Murray oversees marketing, communications, and inclusive diversity efforts for the Octagon brand worldwide, which includes more than 50 offices in 22 countries. She also serves as a sought after resource for many of Octagon's long-standing corporate clients including Allstate, BMW, Cisco, Johnson & Johnson, and Mastercard, leveraging her vast expertise across the largest global sports properties including the Olympic Games and FIFA World Cup.

In addition, Murray's leadership extends across the entire Octagon Sports and Entertainment Network, where she is the key driver of multi-agency integration, diversity and inclusion, and shared best practices. Her continued work drives business growth and efficiencies throughout the sports, music, and entertainment enterprise that encompasses Octagon, Rogers & Cowan/PMK, FRUKT, and Milkmoney.

Among Murray's many distinguished accomplishments, she serves as the National Chair of IPG's Women's Leadership Network, and in 2019 was named as a WISE Women of Distinction honoree, recognizing her role as a trailblazer in the sports business industry, as well as her continued support of women across sports, entertainment, and events. Additionally, Murray is a member of the University of Delaware Hospitality Business Management Leadership Advisory Board.

Murray was also named to Adweek's 2017 "Most Powerful Women in Sports" list, has been included in the Sporting News annual "Power 100" list, was selected as Sports Business Journal's "Top 20 Most Influential Women in the Industry", and Sports Business Journal also named Murray to their inaugural "Game Changers" class.

A graduate of the University of Delaware, Murray resides in Redding, CT.

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