



## **Leonard Armato**

For over 25 years, Leonard Armato has been a visionary leader and trailblazer in creating, positioning, and building "high growth" brands at the forefront of the convergence of sports, entertainment, marketing and technology. As CEO and Founder of Management Plus Enterprises (MPE), Armato represented sports icons such as Kareem Abdul Jabbar, Hakeem Olajuwon, Ahmad Rashad, Oscar De La Hoya and Shaquille O'Neal. Armato crossed Shaq over into the entertainment business in unprecedented fashion, with music, TV, movie and interactive deals. For Oscar De La Hoya,

Armato developed the "Golden Boy" trademark and helped position the brand for future success in the boxing promotions business. He also helped De La Hoya create a Music Label, which included a Grammy nomination for Oscar as a musical artist.

Prior to founding MPE, Armato founded the AVP with a group of prominent beach volleyball players and served as the AVP's CEO and Commissioner of the AVP Pro Beach Volleyball Tour for seven years, where he established beach volleyball as the first "lifestyle sport," providing fans with an overall entertainment experience and securing coverage for the sport on both ESPN and NBC. While at the helm of AVP, Armato secured \$100 million worth of integrated branded content deals.

From 2010 to May 2012, Armato served as CMO of Skechers where he oversaw the company's creative agencies and orchestrated two Super Bowl campaigns. He also served as President of Skechers Fitness, launching the company's performance division.

Armato currently serves as CEO of MPE, where he created the FIVB and USAV sanctioned ASICS World Series of Beach Volleyball, with partner NBC Sports.