



matt rogan sport

Matt's career has been spent creating and scaling businesses in the sports and entertainment arena, as well as actively engaging with the wider sports industry to drive productive change.

Having begun his career at a Bain / McKinsey spin-out consultancy, Matt subsequently led international P&Ls at iconic brands MTV and NBA before running a growing management consultancy.

In 2011 Matt co-founded Two Circles in 2011, leading the business as Chief Executive until 2016, through acquisition by WPP and thereafter as Executive Chairman, chairing the WPP subsidiary Board. During that period the business grew to just over 200 people servicing over 100 clients, including the 6 biggest sports rights holders in the world by revenue. Two Circles were voted in the top 3 for leadership in the Sunday Times Best Companies to Work for, and three times Sports Agency of the Year. Bruin Capital purchased the business from WPP in March 2020. Matt stepped down as Executive Chairman on completion of the deal.

Matt now spends much of his time focused on Board advisory work, principally through Non-Executive Director commitments including for the English Institute of Sport – which provides sports science, technology, medicine, and engineering services to Team GB Olympic and Paralympic teams. Matt also sits on the Major Events Panel for UK Sport which makes recommendations on National Lottery awards and related policy matters for the hosting of World Class Events Programme events in the UK. He advises and occasionally invests in a small number of businesses in sport which are following the same growth trajectory as Two Circles. He also lectures in high performance, entrepreneurship and leadership courses and for a small number of international business schools.

In later 2021 Matt published, '*All to Play For: How Sport Can Reboot Our Future*' with Ebury Press (Penguin Random House), shortlisted for the Sunday Times Sports Book of the Year in 2022. The book examines the potency of sport and outlines a future role in transforming our society. Matt enjoys sharing the messages of the book with audiences of all types.

Matt also co-authored '*Britain and the Olympic Games: Past Present Legacy*' with his Dad Martin in 2011. He has also been published by Harvard Business Review, most recently in 2018 within '*Top 10 Reads on Sport and Leadership*' where his work sits alongside Sir Alex Ferguson and Andre Agassi.

Sadly this proximity is the closest Matt has come to an elite performance in football or tennis, his own preferred sports. However he does still try to play football in the Hellenic Vets League and ITF Vets Tour tennis when he is not providing cricket and hockey taxi services to his two children, a role he loves and shares with his wife Claire.