

Greg Maffei
CEO, BANN Ventures
Co-Founder and Chair, Horse Racing League (HRL)

Greg Maffei is an American businessman whose career spans nearly four decades of leadership across technology, media, and entertainment. He began his career at Microsoft, becoming chief financial officer in 1997. In 2000, Greg became chair, president, and chief executive officer of 360networks, before serving as president and chief financial officer of Oracle in 2005.

That same year, Greg joined Liberty Media, where he served as president and chief executive officer for 19 years. During his tenure, Liberty Media executed a series of transformative acquisitions and investments — including Formula 1, Live Nation Entertainment, SiriusXM, Charter Communications, the Atlanta Braves, and DIRECTV — and helped build Formula 1 into a global entertainment powerhouse. Under his leadership, Liberty Media's value compounded 17% annually, significantly outpacing the S&P 500's 11% annual growth over the same period. Greg also served as president and chief executive officer of Liberty Broadband Corporation from 2014 to 2024.

In 2025, Greg founded BANN Ventures, an investment firm dedicated to identifying, backing, and scaling companies across the sports, media, and entertainment industries. He is also co-founder and chair of the Horse Racing League (HRL), which is set to debut in 2027.

Greg holds an MBA from Harvard Business School, where he was a Baker Scholar, and an AB from Dartmouth College, where he served as vice chair of the board of trustees from 2014 to 2022. He is a member of the Council on Foreign Relations.

Greg currently serves as executive chair of QVC Group, chair of SiriusXM and MediaKind, and a director of Zillow. His prior chair roles include Live Nation Entertainment, the Atlanta Braves, Expedia, Starz, Pandora Media, and TripAdvisor. His board roles include Electronic Arts, Starbucks, Citrix, Barnes & Noble, Charter Communications, and DIRECTV.