

Kyle McDoniel
President and COO
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McDoniel, a 25-year veteran in the sports industry, started his career with ESPN and led initiatives managing partnerships with major U.S. sports leagues and developing direct-to-consumer digital subscription products before transitioning into business development and strategic planning. He subsequently held roles as senior vice president of Strategy, Marketing and Partnerships and vice president of business development for FOX Sports Digital and also served as global head of Sports Partnerships and Strategy for Yahoo Sports.

Before joining Equibase in June 2023, McDoniel was vice president of U.S. Strategic Partnerships for Sportradar, where he led strategic planning, business development, and ongoing partnership management with U.S. league partners, including the National Football League, Major League Baseball, the National Basketball Association, and the National Hockey League, for official betting data and content, technical services, and global video rights.