

Michael Mulvihill  
Executive Vice President of Research, League Operations & Strategy  
FOX Sports

Michael Mulvihill was named the executive vice president of research, league operations & strategy in 2016. In this role, he is responsible for scheduling, strategic planning, analytics, and advertising sales and communications support within FOX Sports.

Mulvihill serves as a liaison between FOX Sports and league partners, including NFL, MLB and NASCAR, providing input on scheduling decisions in order to maximize viewership and exposure. His involvement with game regionalization on FOX Sports' NFL package has propelled FOX Sports to record ratings in recent years.

Mulvihill plays an integral role in maintaining existing rights deals with several of FOX Sports' key league partners, including the National Football League, Major League Baseball, all collegiate relationships, and also in acquiring new rights agreements. He was involved in FOX Sports' rights deal that secured the FIFA World Cup in 2018 and 2022, as well as the extension adding the 2026 FIFA World Cup to FOX Sports' portfolio. He also played a key role in the agreement that made FOX Sports the principal domestic partner of the United States Golf Association, as well as the company's agreement with the Pac-12 Conference for regular-season over-the-air college sports, which was the network's first foray into collegiate athletics.

Mulvihill joined FOX Sports in 1995 as a research analyst. He was promoted to the position of senior vice president in 2011 and was named to Sports Business Journal's prestigious "Forty Under 40" list as a member of the publication's 2010 class. He also has participated on numerous industry panels and is regarded as one of the industry's leading experts on ratings and trends.

Mulvihill graduated from the University of Missouri-Columbia with a Bachelor of Arts in Communications.