

Dan Singer  
Leader of Global Sports and Gaming Practice  
McKinsey & Company

Dan Singer leads McKinsey's Global Sports and Gaming Practice, based in New York. He has led McKinsey's work in this area since 2003.

Singer is a strategic advisor to seven of the 10 largest sports leagues in the world as well as numerous sports teams, conferences, and governing bodies. His work has enabled leading U.S. leagues to transform their strategy and organization for the shift to digital media and fan engagement. Singer's expertise spans media rights, fan development, sponsorship marketing, digital innovation, licensing, e-commerce, and international expansion.

Singer was a pioneer in the application of advanced analytics to revenue sharing and player development. His original research on daily fantasy sports was featured in leading journals and business media, which in turn contributed to the restructuring of the industry. His recent work on millennials has likewise influenced the evolution of digital sports media. Singer is a frequent speaker at sports business forums such as MIT and Stanford, and hosts the McKinsey sports round table.

Singer is also a leading strategist for gaming companies, including traditional and digital casinos and sports books, social games, video-game publishers, and e-sports.

Prior to McKinsey, Singer served as vice president of Meritor Academies and was a co-founder of Fairfax Collegiate in Virginia. He received his MBA from Harvard University where he was a Baker Scholar and a BA in history, summa cum laude, from Yale University.