

Ben Vonwiller
Partner
McKinsey & Company

Ben Vonwiller is a partner in McKinsey & Company's New York office. He is a leader of McKinsey's Global Media and Entertainment and Professional Sports practices.

Vonwiller joined McKinsey in 2004 and serves a range of clients across every segment of media and technology – television, digital, newspapers, radio, outdoor, social and B2B information. He has significant experience in sales, pricing and revenue management, digital, and growth strategy.

In his work with professional sports, Vonwiller serves sports leagues, teams and governing bodies, and his experience spans sponsorship, media, ticket sales, digital, governance and new market entry. Vonwiller is also a frequent speaker at sports and media industry forums.

In addition to his traditional client work, Vonwiller co-leads McKinsey's service line focused on working with high-growth tech companies. Vonwiller also co-led the creation of McKinsey's iConsumer global research initiative on changing consumer digital behavior, and he founded and leads McKinsey's Sales DNA talent analytics solution to improve sales performance.

Vonwiller has a Ph.D. in media and communications law from Oxford University that focused on content access regulation (particularly sports rights). He has also earned degrees in arts and law from Sydney University with dual first-class honors and the university medal.