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Kyle Bowlsby Joins Korn Ferry Sports

NEW YORK--(BUSINESS WIRE)-- Korn Ferry (NYSE:KFY), the preeminent global people and organizational advisory firm, today announced that Kyle Bowlsby has joined the firm's Sports Practice, which is led by industry pioneer Jed Hughes.

Kyle Bowlsby joins Korn Ferry from SportsDesk Media, a company that helps organizations develop deeper understanding of online fans and customers, where he was the Manager of Business Development. In this role, he focused his outreach efforts on the collegiate and professional sports ranks while also assisting the day-to-day operations of the company's digital media campaigns.

During his time with SportsDesk Media, Bowlsby saw the sports marketing start-up grow from just five properties to 60 in under 18 months. SportsDesk Media's partial client list includes UFC, Hendrick Motorsports, Chicago Bears, Cleveland Browns, Sacramento Kings, Oklahoma City Thunder, Cleveland Cavaliers, Florida Panthers, NCAA, Atlantic Coast Conference, Big 12 Conference, Mountain West Conference and 25 college athletic departments.

"We are pleased to have Kyle Bowlsby join our team. In his previous experience, he has had the opportunity to work with collegiate and professional sports organizations, with agents and others in the sports marketing arena," said Jed Hughes, vice chair and leader of Korn Ferry's Global Sports Practice. "His work with SportsDesk Media helps us bring a greater digital point of view to executive search."

Prior to SportsDesk Media, Bowlsby worked at Lee & Associates Commercial Real Estate as a Sales Associate at the firm's North San Diego office, where he assisted with business development for the Barr & Bennett net leased investment team. He was responsible for establishing private and institutional client relationships and received recognition for the largest office and industrial transactions in 2011 and the largest retail transactions in both 2012 and 2013.

A 2010 graduate of the University of Iowa with a B.A. in Sport Management and a Business Minor in Entrepreneurial Management, Bowlsby is currently enrolled at Northwestern University and is expected to receive his Masters of Sports Administration in 2016. His father, Bob Bowlsby, is the Commissioner of the Big 12 Conference.

About Korn Ferry

For nearly half a century, clients have trusted Korn Ferry to recruit world class leaders. Today, we are the preeminent global people and organizational advisory firm. Through our best-in-class practitioners and devotion to innovation and science, we are committed to making a powerful impact on people, organizations and society as a whole and producing positive outcomes for our clients and shareholders. The firm currently operates in 78 offices in 37 countries and has approximately 3,900 colleagues. Our knowledge and passion for

people has made us the global leader in the business that enables business – the people business. We are ready to help our clients shape their future. For more information, visit www.kornferry.com.

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