



RICK DUDLEY  
PRESIDENT AND CEO  
OCTAGON WORLDWIDE

As President and CEO of Octagon, Rick Dudley has worldwide responsibility for all functional disciplines of Octagon.

A former partner and CEO of the private equity firm MHC Investments, a sports and entertainment practice, Dudley also served as Managing Director for Ignite Sports, a leading interactive sports solutions provider.

Rick has held executive positions at three major professional sports leagues. During his five years as the President of the National Hockey League Enterprises, he established the league's corporate marketing program, increasing partner dollars spent on the game from \$20 million to over \$200 million. He also revitalized the league's licensed merchandise activity, launched the Coolest Game On Earth marketing campaign and championed grassroots marketing initiatives including NHL Street and NHL Breakout.

Since joining Octagon, Rick has been named to BusinessWeek's "Power 100" list of the most influential people in sports (No. 41) and to SportsBusiness Journal's list of the 50 most influential people in sports for the past three years. He also is among the top 20 most influential CEO's in the sports world today as compiled by SportBusiness Magazine.