



Andrew Cohen Joins Oak View Group’s Global Partnerships Team as Senior Vice President, OVG Brand Consulting and Solutions

Denver, CO (January 25, 2024) – [Oak View Group](#) (OVG), the global venue development, advisory and investment company for the sports and live entertainment industries, today announced the appointment of **Andrew Cohen** as senior vice president of OVG Brand Consulting and Solutions. Andrew joins OVG’s Global Partnerships team managing their existing Creative, Analytics, Solutions and Activations teams. Cohen will report to **Daniel Griffis**, president, Global Partnerships, OVG. He assumes his new role effective immediately.

“We are very fortunate to have Andrew joining the team at OVG,” said Griffis. “His experience and success leading brand strategy and sponsorships at VISA make him a great addition to our Global Partnerships group. Andrew will lead our growing brand consulting practice and focus on offering unique and creative opportunities for world-class brands to build, share and measure their stories through sports, music, and entertainment. Andrew is special because he has been a part of just about every type of major global deal during his tenure on the brand side, and his wealth of knowledge reinforces our organization’s strengths - our unique ability to drive measurable sales, engagement and brand love for our clients.”

“I couldn’t be more energized to join OVG at a time when their growth is being fueled by a passion to reimagine the world of sports and live entertainment for teams, artists, partners and fans,” said Cohen. “I’ve spent my career building partnership strategies for brands at the highest level and I can’t wait to deliver impactful, creative solutions backed by OVG’s team of entrepreneurs and thought leaders. It’s a great opportunity for me at a truly exciting time.”

Prior to joining OVG, Andrew spent 19 years at Visa in various leadership roles across the marketing organization, in Sales, Sponsorship and Brand. During his time there, Andrew built a multi-million-dollar sales team, offering sports and entertainment properties solutions to help solve their pressing business challenges. In his Brand role, Andrew oversaw the day-to-day management of the 5th largest brand in the world. Across various Sponsorship roles, he led the negotiations of Visa’s current agreements with the NFL, the International Olympic Committee, and FIFA. Before joining Visa USA, Andrew spent ten years at Momentum Worldwide where he developed event and sponsorship strategies for clients like American Express, AT&T and Microsoft. Andrew received a B.S. in Marketing and Management from Cornell University.

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About Oak View Group (OVG)

Oak View Group (OVG) is a global sports and entertainment company founded by Tim Leiweke and Irving Azoff in 2015. OVG's mission is to be a positive disruption to business as usual in the sports, live entertainment, and hospitality industries. OVG is world-renowned as the leading full-service live entertainment and hospitality group, with 10 major new arenas either open or under development including: Climate Pledge Arena at Seattle Center; UBS Arena in Belmont Park, NY; Moody Center in Austin, TX; Acrisure Arena in Greater Palm Springs, CA; and CFG Bank Arena in Baltimore, MD; as well as arena development projects for Co-op Live in Manchester, UK; Anhembi Arena in São Paulo, Brazil; FirstOntario Centre in Hamilton, ON; a New Arena and entertainment district in Las Vegas, NV; and a New Arena in Cardiff, Wales. OVG360 is a full-service venue management, hospitality solutions, and venue services company servicing more than 400 arenas, stadiums, performing arts centers, culture institutions, and convention centers world-wide. More information at OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).



Photo credit: Courtesy of OVG

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