

# FENWAY | SPORTS | GROUP

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## **FENWAY SPORTS GROUP ANNOUNCES BOSTON COMMON GOLF LEADERSHIP TEAM; TEDDY WERNER NAMED GOVERNOR, MARK LEV PRESIDENT & CEO**

*Sean O’Flaherty of Symphony Ventures Takes on Key Role*

**BOSTON, MA** – Fenway Sports Group (FSG) today announced Boston Common Golf’s leadership team naming Teddy Werner Governor and Mark Lev President and Chief Executive Officer of the company’s latest acquisition in the tech-forward golf league founded by Rory McIlroy and Tiger Woods. Both Werner and Lev have already begun their new roles and are focused on the January 2024 launch of the inaugural team representing Boston and New England, featuring PGA TOUR stars Rory McIlroy, Keegan Bradley, Adam Scott, and Tyrrell Hatton.

In addition to Werner and Lev, Boston Common Golf has also enlisted the expertise of leaders from Rory McIlroy’s Symphony Ventures. Sean O’Flaherty will serve as a Strategic Advisor, while Niall O’Connor assumes the role of Director of Player Operations.

“Introducing a team in a newly created league requires the steady guidance of experienced leaders and with Mark leading the day-to-day operation and Teddy overseeing the brand identity and growth of this new team, I know we have the right people in place for the successful launch and growth of this exciting venture,” said Fenway Sports Management CEO Sam Kennedy. “We are also fortunate to have to have the valuable skills, insight, and experience of Sean and Niall who have been working with one the PGA TOUR’s top stars for years. We are grateful to have their guidance and support as we launch this new team.”

“Teddy Werner, Mark Lev and the rest of the team at Fenway Sports Group are proven leaders and innovators in sports with an incredible track record of success on and off the field of play,” said Mike McCarley, CEO of TMRW Sports. “I’ve worked closely with Sean O’Flaherty for years and have always been impressed with his ability to make connections, see opportunities, and serve his partners well, Boston Common Golf will benefit from his energy, expertise and strategic vision. A league is only as strong as its teams and the team at Fenway is well on their way to taking the necessary steps to ensure business success in TGL presented by SoFi both in our inaugural season and beyond.”

In addition to his role as Governor of Boston Common Golf, Werner is a Fenway Sports Group partner and serves as Senior Vice President, Strategic Operations for Fenway Sports Management (FSM), an FSG company delivering integrated sponsorship expertise to the world’s most iconic sports teams, leagues, media platforms, and brands. Prior to his time with FSG, Werner spent 16 years with the Milwaukee Brewers where he served as Senior Vice President of Marketing, Fan Experience, and Brand Experience.

Lev has more than 30 years of extensive involvement in senior management positions, including 20 years as Managing Director and then President of FSM. Prior to his role with FSM, he served

as Executive Vice President of ANC Sports Enterprises, a sports multimedia and signage integration company.

Separate to the Strategic Advisor role for Boston Common Golf, O’Flaherty is a partner at Symphony Ventures which invests in businesses across golf, health, and wellness. Moreover, as the Managing Director of RMMS, O’Flaherty brings 12 years’ experience through his partnership with Rory McIlroy.

In 2023, Niall O’Connor joined Rory McIlroy’s team after completing a 5-year tenure as Senior Vice President at NJOY, which was acquired successfully earlier in the year. He has a proven history of successfully growing, operating, and developing companies. Prior to starting his business career, Niall played professional rugby for 8 years.

The Boston Common Golf leadership team also includes Teddy Mitropoulos, who has been named Vice President, Commercial & Team Operations overseeing the daily coordination of all team activities, including communication with the league, sponsorship, and hospitality at the new venue in Jupiter, Florida. Mitropoulos previously served as Head of Special Projects for FSM.

Eileen O’Malley holds the role of Director of Digital Marketing tasked with building and oversee a social media and digital marketing strategy for the new team. O’Malley was previously the Senior Digital Marketing Manager for the Boston Celtics where she spent the past seven years in various digital marketing and social media roles.

Will Varsano has assumed the role of Coordinator, Business Development and Operations for TGL Boston, a position similar to one he previously held with FSM.

The Boston Common Golf team features Rory McIlroy, Keegan Bradley, Adam Scott, and Tyrrell Hatton. The team representing Boston and New England will play in five regular season matches against the other TGL teams, followed by a four-team postseason, with a semi-final and finals series. SoFi Center, a custom-built venue in Palm Beach, Florida, will combine a data-rich virtual course with a state-of-the-art short game complex creating a unique experience for fans in the stands as well as those watching around the world. Boston Common Golf can be followed online at [BostonCommonGolf.com](https://BostonCommonGolf.com), and on social media platforms using the handle @CommonGolf on Instagram, X, TikTok, Snapchat, and Facebook. The team will host content on YouTube using the handle @BostonCommonGolf.

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