

Jeffrey Kessler Named One of *Sports Illustrated's* The 50 Most Influential Figures in Sports

SEPTEMBER 19, 2024

Co-Executive Chairman, Jeffrey Kessler, was recently featured in *Sports Illustrated* on their 2024 list of The 50 Most Influential Figures in Sports. The list features leaders, athletes, executives, dealmakers, and influencers in the sports industry who push limits, redefine success and have an outsized impact between and outside the lines.

Among the ranks of icons such as Tom Brady, Simone Biles, and Michael Rubin, Jeffrey was highlighted for his work on behalf of college athletes in *House v. NCAA*, that forced a \$2.8 billion damages settlement (plus a 10-year agreement for future payments) and allows revenue sharing directly with college athletes.

[See the full list here.](#)

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