



## Sportradar appoints Deirdre Bigley to Global Board of Directors

April 16, 2021

**New York, NY** – Sportradar, a leading global provider of sports betting and sports entertainment products and services, today announced that **Deirdre M. Bigley** has been appointed to the Sportradar Holding AG (“Global”) Board of Directors, effective immediately.

Deirdre Bigley has been Chief Marketing Officer of Bloomberg, the world’s primary distributor of financial data, since 2014. Bigley has been responsible for designing and launching the first global marketing department at Bloomberg and building marketing strategies for all business units across the company. Bigley joined Bloomberg in 2009 as the Global Leader of Marketing Communications. Prior to her career at Bloomberg, Bigley held numerous leadership positions at IBM, including Vice President of IBM Brand and Vice President of Worldwide Advertising and Interactive.

**Jeff Yabuki**, Chairman of Sportradar Global Board of Directors, states “Deirdre brings strong knowledge of building brands and working with businesses focused on complex data. She has been instrumental in driving the Bloomberg brand globally, establishing a digital first marketing department, and recognizing the intrinsic value that technology and innovation brings to customers through its products and services. We are pleased to add an experienced director who understands both the opportunities within a high growth business, as well as the scale needed to further extend our industry leadership by delivering long-term growth and value for our stakeholders.”

Sportradar Group CEO **Carsten Koerl** states, “We’re thrilled that Deirdre is joining our Global Board of Directors as we draw upon her vast experience leading marketing strategies for some of the world’s most well-known technology companies. We are pleased to leverage Deirdre’s data and analytics insights as Sportradar drives innovative solutions that support the success of our customers.”

“This is an exciting time to join Sportradar as it continues to demonstrate its leading sports data capabilities and drive innovation that changes the way the world experiences sport,” said **Bigley**. “I look forward to working closely with Jeff, Carsten, and the team as Sportradar continues to differentiate itself as the leader in powering sports data and analytics around the globe.”

Bigley currently serves on the Board of Directors of Shutterstock (NYSE: SSTK), Wix.com (NASDAQ: WIX), Slice, Recorded Future, and MAKERS. She has also been awarded a number of professional honors over the course of her career including AWWNY Top 50 Women in Advertising, the Gertrude Crain Award for Top Women in Business Marketing, B2B Magazine’s Top Marketer and Top Integrated Campaign, and Working Mother Magazine’s Top “Established Mom” Award. Bigley holds a B.A. in English Literature from West Chester University.