Sportradar Hires Former NCAA Executive Jim Brown to Bolster Integrity Services in the U.S.

January 12, 2022

New York, NY (January 12, 2022) – Sportradar (NASDAQ: SRAD), the leading global sports technology company creating immersive experiences for sports fans and bettors, today announced the hiring of Jim Brown as Head of Integrity Services & Harm Prevention in North America. Brown brings to Sportradar two decades of experience in risk management, as well as strategy development, business process evaluation and design, and sports wagering risk mitigation. Based in the U.S., he will report to Andreas Krannich, Managing Director of Integrity Services.

For the past eight years Brown served in various risk management roles at the NCAA, most recently as the Managing Director of Enterprise Risk Management. During his tenure, Brown was influential in leading the organization's approach to sports wagering risk mitigation. This entailed collaborating on the development of a comprehensive program featuring the integrity-related monitoring of 12,500 games annually; the well-being education of 550,000 student-athletes; and enhancing the background check and review measures of 19,000 game officials.

Sportradar Managing Director of Integrity Services Andreas Krannich said: "Integrity is not a check-the-box exercise, but a complex strategic service that blends process, regulation and education and is driven by technology. Jim has a proven track record in bringing these elements to life with great success and notable impact and we're thrilled to bring him aboard."

Sportradar Head of Integrity Services & Harm Prevention Jim Brown said: "As new sports betting markets open up across the U.S., the need for robust and resilient integrity services has never been greater. Sportradar sets the standard in our industry and I'm excited to join the team to lead the development of existing and new offerings that will both protect the integrity of competitions as well as safeguard the well-being of athletes."

Prior to joining the NCAA, Brown was Director of Internal Audit & Quality at Anthem, Inc. Earlier in his career, he worked at CNO Financial Group, Inc., and Ernst & Young, LLP, following four years of service in the United States Marine Corps. He holds a Master of Science in Accountancy from the University of Notre Dame and a Bachelor of Science in Finance from San Diego State University.

To learn more about Sportradar, please visit: https://sportradar.us/

About Sportradar
Sportradar is a leading global provider of sports betting and sports entertainment products and services. Established in 2001, the company is well-positioned at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs more than 2,300 full time employees across 19 countries around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,600 customers in over 120 countries and an official partner of the NBA, NHL, MLB, NASCAR, and FIFA. We cover more than 750,000 events annually across 83 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven environment for all involved.
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