

Mark Zablow

Mark Zablow has been recognized for his work in the celebrity endorsement space, listed in Sports Business Journal as “Top Dealmakers” in the world of sports as well as in USA Today as “Social Media Guru to the Stars”

15+ years working with brands in the entertainment marketing space with an expertise in Talent procurement on behalf of Fortune 500 companies. Since 2004, Mark has negotiated over 1,000 endorsement contracts totaling over \$500 million on behalf of brands in the world of Sports/Music/Hollywood for companies AT&T, GM, Chevy, Pepsi, MillerCoors, Corona, Dr Pepper Snapple Group, DirecTV and many more.

Currently the CEO of Cogent Entertainment Marketing, a leading Influencer and Experiential marketing agency. Current and former Cogent clients include Procter & Gamble, DirecTV, Discovery Networks, Target, Corona Extra, eos Lip Balm, Dwyane Wade / Way of Wade, IMG Models, One Model Management, Wilhelmina Models, Ford Models, CAA Sports, Hasbro, Fossil and many other category leading brands.

From 2006 - 2011 Mark led Sports and Lifestyle Marketing at Platinum Rye Entertainment, an Omnicom Agency and the world's largest buyer of Celebrity talent for Corporate America and responsible for procuring many of the biggest names in Sports/Entertainment for some of the most recognizable campaigns on TV for Fortune 500 companies. At Platinum Rye, Mark led the Procter & Gamble business responsible for their Olympics and NFL Athlete negotiations.

Mark has also been quoted in many publications including the Wall Street Journal, Forbes, and many leading news publications as an expert in the value of Celebrity and Endorsement deals for Talent like LeBron James, Beyoncé, Justin Bieber, many other top Celebrities, Athletes, Models, Entertainers, and Influencer. My quotes on Tiger Woods and his complex endorsement contract structure have been published in 2 books and has have lectured at many leading Universities including NYU and Columbia University.

Mark Zablow
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Experience

July 2011 – Present:

CEO at Cogent Entertainment Marketing

August 2010 – July 2011

Senior Director at Platinum Rye Entertainment

September 2005 – July 2011

Director - Sports and Lifestyle Marketing at Platinum, Rye Entertainment

August 2005 - September 2005

Marketing Manager at Night Agency

March 2005 - August 2005

Marketing Manager at Track Entertainment/American Express

April 2003 - March 2005

Marketing Coordinator at Gerber Group/Midnight Oil Company / Rande Gerber

Skills & Expertise

Celebrity, Athlete, & Music Artist marketing value, Image/Likeness use and value, Influencer Marketing, Social Media Marketing,

Education

Adelphi University

Marketing and Management, Business, 2002

Agoura High School

1996 - 1999

Expert Witness Experience

- Jaime Faith Edmondson ET AL. v. Velvet Lifestyles, LLC, f/k/a Velvet Lifestyles, Inc., d/b/a Miami Velvet
- Cielo Jean Gibson Et Al. v. Resort at Paradise Lakes LLC Et. Al.
- Eva Pepaj, Jessica Burciaga, and Leilani Dowding versus Gold Club Tampa, Inc. d/b/a Tampa Gold Club d/b/a Gold Club Tampa and Michael Tomkovich
- Cielo Jean Gibson; Marketa Kazdova; Maysa Quay, Paola Canas; Sara Underwood; Tiffany Toth; and Ursula Mayes versus White's Place, LLC d/b/a Jacksonville Gold Club d/b/a Gold Club Jacksonville and Michael Tomkovich
- Sandra Valencia, Cielo Jean "C.J." Gibson, Taylor Lane a/k/a Kennedy Summers, Ursula Mayes, Irina Voronina and Arianny Celeste versus Centex Business Consultants, L.C. d/b/a The Landing Strip Gentlemen's Club
- Dessie Mitcheson, Carissa Rosario, Jessica Burciaga and Mariana Davalos versus S&J Crazy Lizards Entertainment LLC d/b/a Monroe's of Palm Beach and Scott Lizza
- Mark Spitz versus OMEGA SA, a Swiss corporation; The Swatch Group
- Jaime Edmondson A/K/A Jaime Edmondson Longoria, Jessica Burciaga, Kimberly Cozzens, Irina Voronina, Hillary Fisher Vinson A/K/A Hillary Hepner, Imogen Thomas, And Lucy Pinder versus 2001 Live, Inc. D/B/A 2001 Odyssey And 2001, Inc. D/B/A 2001 Odyssey