

**FOR IMMEDIATE RELEASE**

## **OneTeam Partners Names Sean C. Sansiveri CEO and Frank Arthofer President**

WASHINGTON D.C., August 24, 2023 – OneTeam Partners, a pioneer in commercializing group licensing rights for professional and collegiate athletes, has officially named Sean C. Sansiveri as Chief Executive Officer and Frank Arthofer as President. These appointments are effective immediately. Following an extensive search for dynamic leaders who will spearhead innovation, cultivate fresh revenue streams, and steer OneTeam into the future, the board of directors has selected them for these crucial roles.

In his new position as CEO, Sansiveri assumes the responsibility of defining the company's strategy, vision, and overseeing all operations to drive success and growth. Before taking on this role, Sansiveri served as the General Counsel & Head of Business Affairs at the NFL Players Association and its for-profit subsidiary, NFL Players Inc., where he also led initiatives related to athlete health, safety, and medical research.

Joining Sansiveri is Frank Arthofer, who assumes the role of President and brings with him an impressive executive background spanning Formula 1, The Walt Disney Company/ESPN and Boston Consulting Group. Arthofer's experience growing media and consumer products businesses and transforming brands will be central to his role at OneTeam, where he will lead revenue generation, marketing efforts, as well as business strategy and development.

Sansiveri stated: "As CEO of OneTeam, I am deeply honored to spearhead our journey of building and expanding, with the profound responsibility of safeguarding the collective rights of athletes worldwide. Collaborating closely with Frank and our exceptional team, our shared passion drives us to grow, innovate, and create unmatched opportunities in licensing, media, marketing, and venture. We are committed to empowering athletes and revolutionizing the sports landscape for the betterment of all athletes."

Added Arthofer: "It became clear very early in my discussions with Sean and our board that we share a common vision and enthusiasm for the potential of OneTeam. Like Formula 1, OneTeam is a business with incredible IP and a strong track record of success with significant opportunities for growth. We have one of the most unique platforms in sports to generate new business and create value for our athletes and our business partners, and I look forward to working with Sean and the team to fully realize that opportunity."

The OneTeam Board of Directors made a collective statement: "Sean and Frank are leading OneTeam into a thrilling new era, reshaping the landscape for athlete prosperity. Their leadership propels us towards a future marked by growth, impact, and innovation. With an unwavering commitment to advocating for athletes and embracing forward-looking strategies, their joint leadership embodies our dedication to mutual success. This sets the expectation for OneTeam to

provide unmatched value, boosting athletes' brands and revenue, while nurturing partner success and shaping a visionary path.”

Over the past year, Malaika Underwood served as the interim CEO, making significant contributions to the company’s growth and success. As she passes on the leadership to the incoming CEO, the solid groundwork for progress established during her time will surely drive OneTeam toward a bright future. In just four years since its founding, OneTeam has achieved remarkable growth, emerging as a leading global sports licensing, marketing, media, and investment company. It represents the commercial interests of more than 10,000 professional athletes, including those from the NFLPA, MLBPA, MLSPA, U.S. Women’s National Team PA, WNBPA, NWSLPA, U.S. Rugby PA, and the League Championship Series PA, as well as thousands more women’s and men’s collegiate athletes.

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### **About Sean C. Sansiveri**

Sean C. Sansiveri brings extensive experience as General Counsel & Head of Business Affairs at the NFL Players Association and its for-profit subsidiary, NFL Players Inc., where he played a crucial role in driving one of the most progressive businesses in modern sports. The company achieved record growth and forged industry-shifting partnerships, generating over \$2 billion in player rights revenue. Notably, he negotiated complex deals with partners like Electronic Arts, Fanatics, and Panini, expanding into new markets beyond traditional sports. His expertise in emerging markets led to advancements in NFLPA licensing, especially in trading cards, gaming, and esports. Additionally, he played a pivotal role in orchestrating the future trading card deal between Fanatics and the NFLPA through OneTeam.

In addition to his business achievements, Sansiveri advanced athlete well-being at the NFLPA, overseeing health, safety, and medical research. He implemented COVID-19 protocols and pioneered a pain management program with the first drug registry in pro sports history. Collaborating with institutions like Harvard's Football Players Health Study and Cleveland Clinic, he has a long history of safeguarding players' health and wealth. His dedication extends beyond the field, serving on the board of the American Brain Foundation to combat neurodegenerative diseases.

### **About Frank Arthofer**

Frank Arthofer joined Formula 1 in early 2017 as part of Liberty Media’s post-acquisition management team. In his role as Global Head of Digital and Consumer Products, Arthofer spearheaded F1’s digital and media business transformation. During his tenure, Formula 1 enjoyed industry leading growth in digital fan development and rose to prominence as a leading global brand across social media platforms and on Netflix via the hit series “Drive to Survive”. Arthofer built new business in digital and consumer products – highlighted by a global direct-to-consumer streaming service F1 TV – and launched successful ventures in content, video games, fantasy, data, collectibles, and e-commerce. His strategic deal making resulted in successful partnerships with

global entities including EA, Puma, Fanatics, Epic Games, and Topps, firmly establishing Formula 1's global consumer products licensing program.

Arthofer joins OneTeam having most recently been a lead advisor in Boston Consulting Group's (BCG) Sports and Media Practice, an operating advisor to Private Equity firms including Blackstone and The Chernin Group, and an advisor to portfolio companies of Venture Capital firm, Left Lane Capital. He had prior tenures as a Principal at BCG, and played a pivotal role at Disney and ESPN Media Networks handling commercial strategy for network distribution and rights acquisition deals worth billions, while supporting the launch of new businesses including ESPN3 and 30 for 30. He sits on the board of Trusted Media Brands as an independent director.

### **About OneTeam Partners**

OneTeam Partners represents the commercial interests of over 10,000 players spanning various sports, encompassing members from the NFLPA, MLBPA, MLSPA, U.S. Women's National Team PA, WNBPA, NWSLPA, U.S. Rugby PA, and the League Championship Series PA, alongside thousands of college athletes. Launched in 2019 as a joint venture between the NFLPA and MLBPA, OneTeam maximizes the collective value of athletes' rights through group licensing, marketing, media, and other ventures. HPS Investment Partners, Atlantic Park Strategic Capital Fund, and Morgan Stanley Tactical Value are OneTeam's investment partners. To learn more visit [www.joinoneteam.com](http://www.joinoneteam.com).