

# SEVENTYSIX CAPITAL

## FORMER CBS RADIO CEO JOINS SEVENTYSIX CAPITAL

*Dan Mason Named Venture Partner and Strategic Advisor*

**CONSHOHOCKEN, PA (October 30, 2020)** - SeventySix Capital, the sports tech venture capital company that focuses on sports tech, esports and sports betting companies, announces that Dan Mason has joined the team as a Venture Partner and Strategic Advisor. Mason will focus his efforts across SeventySix Capital's venture capital funds, Sports Advisory practice and media opportunities.

Mason served as President and Chief Executive Officer of CBS RADIO until his retirement in 2015. In that role, he oversaw CBS RADIO's 117 stations across 26 markets, including all of the Top 10 markets such as WFAN in New York and WIP-FM in Philadelphia, as well as the day-to-day operations of the division.

Currently, Mason is the Chairman of SeventySix Capital's portfolio company, VSiN - The Sports Betting Network.

"I've been working closely with Dan and the top executives at VSiN for the last several years," said SeventySix Capital Managing Partner Wayne Kimmel. "Dan's media expertise, business strategy and relationships have proven to be incredibly helpful. We cannot wait for him to provide similar guidance to us and our companies."

"I am excited to join the team at SeventySix Capital," said Mason. "There is tremendous opportunity to reimagine the entire sports industry and I look forward to investing, advising and making strategic introductions for our sports portfolio companies."

Mason initiated an aggressive growth strategy at CBS RADIO including the launch of CBS Sports Radio, a 24-hour, seven-day-a-week lineup of national programming from premier entities CBS RADIO and CBS Sports. Under Mason's leadership, CBS RADIO also took a number of steps to expand its digital presence; including building the online audio streaming platforms Radio.com and creating mobile applications that allow listeners to interact with CBS RADIO stations on the go, and expanding its use of online video to complement the division's over-the-air programming.

A native of Louisville, Kentucky, Mason graduated from Eastern Kentucky University and in 2006 was presented with an honorary Doctorate of Humanities from that institution. He has won several awards including most recently the 2020 Broadcasting and Cable Hall of Fame Award

presented to the pioneers, leaders and innovators in the media who have made exceptional contributions to the industry throughout their career.

Mason currently serves on the board of The Broadcasters Foundation of America, an organization that serves those in acute financial need within the radio and television industries. He also served several years on the board of directors of the National Association of Broadcasters which presented him in 2012 with their National Radio Award for outstanding leadership within the radio industry. In 2015, Dan Mason was inducted into the National Radio Hall of Fame at the Museum of Broadcast and Communications in Chicago.

He also previously served as Senior Advisor for Broadcast Relations to iHeartMedia of New York, America's largest-reach media company. In that capacity, he advised the company on current and developing issues as they relate to the broadcast radio industry, government relations and important industry associations, including the National Association of Broadcasters.

Upon retirement from CBS Radio, Dan returned to where his broadcasting career began. Dan Mason resumed a sportscasting career as a radio and television analyst specializing in women's college basketball on the CBS Sports Network. He also is an analyst on thoroughbred horse racing for the Horse Racing Radio Network, having been a thoroughbred owner for several decades.

### **About SeventySix Capital**

SeventySix Capital is a sports tech venture capital company that invests in passionate, smart and nice entrepreneurs who are launching game-changing tech startups in the sports tech, esports and sports betting industries.

SeventySix Capital also has a Sports Advisory business, Athlete Venture Group, media arm, and a strategic partnership with Rubicon Talent.

SeventySix Capital Sports Advisory is a sports consulting group comprised of an expert team focused on bringing the emerging innovations and technology to sports executives, teams, leagues, brands and athletes. The Sports Advisory works side by side with these change-makers across the evolving landscape of sports, including esports, sports betting, media and social responsibility.

SeventySix Capital's Athlete Venture Group allows players to invest, learn, and work directly with top sports tech startups and entrepreneurs. The firm aims to bridge the gap between athletes, entrepreneurs, and investors by creating opportunities for athletes to become tech investors and for entrepreneurs to access the financial and social capital that professional athletes have to offer.

The media arm of SeventySix Capital supports its portfolio companies, runs events, and produces the SeventySix Capital Leadership Series video podcast.

Additionally, SeventySix Capital has a strategic partnership with Rubicon Talent, a sports marketing and talent agency based in New York City with a wide range of clients including NFL and NBA stars, Hall of Famers, MVPs, Heisman Trophy winners, Olympic icons, media personalities, and celebrity chefs.

[Click here to learn more about SeventySix Capital](#)

**Contact**

James Santore

Chief of Staff & Director of Brand Strategy, SeventySix Capital

[james@seventysixcapital.com](mailto:james@seventysixcapital.com)

(609) 605-1698

-----