

Ryan Garfat

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Accomplished media executive with over 20 years of experience in strategic leadership, content management and audience engagement, foundational business building and corporate and external communication. Strong background in editorial policy, ethical leadership, journalism, writing, and creative execution.

Work Experience

Pangea Entertainment Productions

El Segundo, CA

Chief Creative Officer

Mar 2023 - Present

- Co-created a diverse library of broadcast-level content IP, establishing market credibility and vision.
- Developed strategic designs for pitch meetings, fostering strong relationships with investors and stakeholders.
- Cultivated skills in creative leadership, strategic planning, and content development within the entertainment industry.

Pangea Cup

Venice Beach, CA

Chief Marketing Officer

Aug 2020 - Present

- Directed competition planning, ensuring a seamless experience for participants, developers, studios and fans.
- Built community infrastructure around the competition through strategic partnerships.
- Executed impactful presentations that showcased the show's potential to investors and partners.

Kroenke Esports

Inglewood, CA

Senior Vice President, Business Operations

Nov 2019 - Jun 2020

- Established and led business operations for the L.A. Gladiators and L.A. Guerrillas within KSE Esports.
- Oversaw the hiring and development of marketing, sales, and event planning teams to support esports initiatives.
- Served as lead negotiator for event contracts, sales and marketing partnerships, ensuring strategic alignment.

ESPN

Los Angeles, CA

Senior Editor

Dec 2011 - Nov 2019

- Managed the ESPN Esports section, identifying audience growth opportunities and setting editorial policy.
- Coordinated with sales teams to secure ad-supported value, leading to a two-year contract renewal.
- Oversaw global esports coverage and organized high-profile events, including the 2015 Special Olympics World Games, 2016 Masters, U.S. Open Chambers Bay, major tennis and Olympic events.
- Created the first gaming-centric studio at ESPN, enhancing the network's presence in the esports industry.
- Led coverage of global X Games expansion, responsible for travel and coordination of 20 international journalists.
- Created and co-produced X Games Extra postgame social show, which ran for 10 years.

ESPN

Los Angeles, CA

General Editor

Dec 2009 - Dec 2011

- Played a key role in the launch team for ESPN Los Angeles, focusing on NBA coverage.
- Developed the innovative Lakers Late Night, a sponsored social web show.
- Mentored local journalists, transforming them into national multi-platform storytellers.

Los Angeles Daily News

Los Angeles, CA

Online Editor

Jul 2007 - Dec 2009

- Managed all content operations and editorial budget for the Los Angeles Daily News website.
- Successfully increased page views from 58 million in 2007 to 75 million in 2008.

Florida Times-Union/Jacksonville.com

Jacksonville, FL

Online Sports Editor

May 2000 - Jul 2007

- Managed all operations related to sports coverage, including staff management and event reporting.
- Pioneered the use of multimedia technology for major sports events like the NFL and NCAA tournaments.
- Led a 50-person team for the online coverage of Super Bowl XXXIX, achieving unprecedented engagement.

Education

Miami University

Bachelor of Arts, Journalism, Interactive Media Studies

Oxford, OH

Aug 1996 - May 2000

Skills

Talent Acquisition, Talent Management, Audience Growth, Event Coordination, Editorial Policy, Sales Strategy, Revenue Management, Staff Development, Global Esports Coverage, TV and Video Coordination, Traffic Growth, Social Media Marketing, Travel Planning, Multimedia Technology, Content Operations, Multiplatform Storytelling, Marketing, PitchBook, Investor Relations, Investigative Journalism, Journalism, Contract Negotiation, PR Partnerships

Volunteer Experience

College of Creative Arts Advisory Board Member

Miami University

Oxford, OH

Feb 2023 - Present

Awards

Best Esports Coverage 2017

Honored by the Esports Awards for League of Legends coverage at ESPN Esports.

Best Esports Coverage 2016

Honored by the Esports Awards for overall esports journalist storytelling at ESPN Esports.

LA Wildfires Coverage 2nd Place 2007

Awarded by the Los Angeles Press Club for coverage of devastating Los Angeles area wildfires in the summer of 2006.

Best News Website 2001

Nationally recognized by Editor and Publisher at the EPpy Awards, beating large multinational news organizations.