

**MIKE KERR**  
**Managing Director, Asia**  
**beIN Asia Pacific**

---

Mike joined beIN Asia Pacific at its inception in May 2016. As Managing Director, Mike works closely with the beIN Media Group's global leadership team to realise its mission of redefining the sports and entertainment

experience for fans in Asia. With extensive experience in media, sales and sports marketing, Mike is tasked with shaping beIN's business model and operations in the region while identifying new customer experiences and revenue opportunities.

Since joining beIN, Mike has expanded the beIN SPORTS brand in Asia and doubled the number of beIN SPORTS feeds to ensure wide coverage of its live events and bring fans closer to their much-loved sports and teams. Mike is also responsible for the rollout of beIN's first multi-device player in Asia, beIN SPORTS CONNECT.

Prior to joining beIN, Mike was CEO of Asian Tour, the body for professional golf and the premier circuit in the region, for four years. Mike also spent 12 years at ESPN STAR Sports (ESS) as Vice President, Affiliate and Multimedia Sales where he oversaw a wide range of commercial activities including the distribution of the company's sports channels and media assets, and the marketing of ESS' digital media platforms across South East Asia. During Mike's stint, he accelerated ESS' sales growth and played a pivotal role in the strategic development of its direct-to-consumer digital offering.

Mike holds an Honour's degree in Civil Engineering from the University of Edinburgh and a Master's degree in Applied Environmental Science from Queens University, Belfast.

