



MARK DYER
**Senior Vice President of Strategic
Planning and Development,
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In March 2009, Mark Dyer joined IMG Worldwide, the premier global sports, entertainment and media company, as Senior Vice President of Strategic Planning and Development for IMG Sports and Entertainment.

Mark began his career at the University of Tennessee managing its sports radio and television rights. From there he joined Host Communications in Lexington, Kentucky where he served in a variety of capacities, eventually becoming president of the University Group. In 1996 he left Host, and with two partners, launched NASCAR Cafes. In 1999, he formed his own company developing NASCAR-themed entertainment and retail locations.

After selling this successful business venture, Mark joined NASCAR as its vice president of Licensing and Consumer Products where he managed the growth of its branded products program, as well as assisted in the creation of the NASCAR Hall of Fame project and other NASCAR community initiatives. Mark left NASCAR in 2007 to head Motorsports Authentics, NASCAR's leading apparel, die-cast, and collectible licensee.