

SETON HALL | LAW

Sports Law Symposium: Going Inside the Deal: The Art & Science of Negotiating, Structuring, and Managing Complex Contracts

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Peter Honig

Senior Sports Marketing Executive | Leading High-Impact Campaigns & Strategic Partnerships | Driving Growth & Fan Engagement for Brand and Property Clients

[Peter Honig - New York, United States | Professional Profile | LinkedIn](#)

In my career, I've had the opportunity to work as a management consultant, property executive, agency leader and adjunct faculty. During this time, I've had the privilege of representing some of the most innovative and respected companies within the sports and entertainment industry. At each stop, I have been a consensus builder with a track record of results managing high impact initiatives and the management of daily operations, revenue generation, marketing strategy, and business performance.

Skills & Expertise:

Leadership, Agency Operations, Strategic Planning, Brand/Product Marketing, P&L Management, Strategic Alliances, Sponsorships, Event and Experiential Marketing, Growth Strategy, Business Development, Integrated Marketing, Talent Marketing, Activation Planning, Media, Digital/Content, Contracts, Negotiations, Measurement & Evaluation.

Experience



Vice President Brands & Properties

[Wasserman](#)

2023 - Dec 2024 1 year

New York, United States

Education



Amherst College

B.A. Law, Jurisprudence & Social Thought

1997 - 2001

Activities and Societies: Men's Varsity Football Team



NYU School of Professional Studies

M.S. Sports Business Management

2007 - 2009

Activities and Societies: Member, Graduate Sports Business Society