Phil de Picciotto, Founder and President, Octagon Worldwide

In 1983, Phil de Picciotto co-founded Advantage International, which became Octagon, and for three decades has helped build it into the global leader in talent representation, property ownership, event management and sports and entertainment marketing.

de Picciotto has also built the brands and managed the careers of many of the world’s most recognizable and talented athletes and celebrities—from Super Bowl champions and Olympic gold medalists, to royalty and network broadcasters--and has served as an advisor to government leaders, governing body heads and the CEO’s of some of the world’s leading corporations. In recognition of his accomplishments, he has received many accolades including Advertising Age’s “The Marketing 100” as one of the world’s top marketing professionals; the Sporting News’ “Top 100 Most Powerful People in Sports”; and SportsBusiness Journal’s “20 Most influential People: Sports Agents” and “Top 50 Most Influential People in Sports Business”. Additionally, de Picciotto is a board member on the International Tennis Hall of Fame and sits on the board of directors for Right to Play.

de Picciotto led the successful effort to remove tobacco sponsorship from professional tennis, a move important not only for tennis, which is the most global and largest sports platform for women, but for health advocates everywhere. “The fact that our industry plays such a visible and influential role in international diplomacy, economic development and social advancement adds a sense of responsibility to everything we do,” he noted.