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BC ROMA EXPANDS STAR-STUDED LEADERSHIP TEAM AND ADVISORY BOARD

George Killebrew Named President of Global Business Operations

Longtime NBA and sports industry executive joins organization to lead global brand and commercial strategy

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ROME, ITALY – BC Roma's ownership group, backed and supported by an advisory board of a world-class team of basketball leaders, today announced the appointment of sports industry executive George Killebrew as President of Global Business Operations. With more than 35 years of experience in commercial sports leadership, Killebrew will lead the club's global brand expansion, commercial strategy, and operational launch.

"George's experience and deep knowledge of the sports industry make him the perfect person to lead BC Roma's global business operations," said **Donnie Nelson**, Managing Partner and GM. "We are committed to putting a team on the floor that competes at the highest level, plays with passion, and makes every Roman proud. We want this club to be an extension of this city's fans and its great basketball history, and George will help us build an organization worthy of both."

BC Roma has assembled an accomplished leadership and advisory team that combines decades of experience across professional basketball, sports business, and international basketball development. The group includes Managing Partner and GM **Nelson**, Chairman of the Board and key advisor **Bryan Colangelo**, Naismith Basketball Hall of Famer and key advisor **Chris Mullin**, and NBA star **Luka Dončić**. Legendary Italian basketball coach **Valerio Bianchini** serves as Honorary President, while **Sergio Scariolo** serves as Special Advisor for Basketball Strategy and **Killebrew** leads Global Business Operations.

Killebrew brings more than three decades of leadership experience across professional sports, highlighted by a distinguished 27-year tenure with the NBA's Dallas Mavericks, where he served as Executive Vice President and Chief Revenue Officer. During his time with the Mavericks, Killebrew generated more than \$500 million in sponsorship revenue while overseeing ticket sales, corporate partnerships, and media rights.

Killebrew served as Commissioner of Major League Rugby from 2019 to 2023, helping guide the league through a period of significant expansion and commercial development. During his tenure, MLR grew from seven to 12 teams, strengthened its national media and streaming presence, expanded its commercial and sponsorship platform, and played a key role in the successful campaign to bring the 2031 Men's Rugby World Cup and 2033 Women's Rugby World Cup to North America. Most recently, for the past three years, he has served as Chief Revenue Officer of Pickleball Inc., where he oversaw sponsorships, ticket sales and sponsor activations.

"Rome is one of the greatest sports cities in the world, with a deep basketball legacy and incredibly passionate fans," said **Killebrew**. "We're excited to tap into that energy, build on that history, and help further Rome's global sporting profile. This team of basketball executives has a

unique vision for BC Roma, on the court and off it, and I'm excited to lead the business efforts that will help bring that vision to life."

Basketball Club Roma (BC Roma) is a professional basketball club based in Rome, Italy, competing in the Lega Basket Serie A (LBA), Italy's top professional basketball league, and the EuroCup. Founded in 2026, BC Roma was established through the acquisition and relocation of Vanoli Cremona earlier this year.

BC Roma recently introduced itself to the city at its home, the PalaTiziano, on Tuesday, Sept. 22, in front of more than 1,000 enthusiastic fans and partners. Nelson outlined the ownership group's vision and the ambitions behind the club's identity and creation - aiming for excellence, playing with passion, and connecting with Rome and its fans. The franchise began play on Sept. 26 at Universo Treviso Basket.

"This is an incredibly exciting time for the growth of basketball in Italy and across Europe," said **Colangelo**. "I am thrilled to join such a deep roster of talented basketball and business leaders as we embark on the journey of bringing high-level basketball back to the iconic city of Rome."

"It has been - and will continue to be - a whirlwind of activity and growth as we enter our first season," Colangelo continued. "Our goal and vision are to build a sustainable sporting project that Roman basketball fans will be proud of for years to come."

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About BC Roma

BC Roma SPQR is a professional basketball club based in Rome, Italy, competing in the LBA Serie A, BKT EuroCup and LBA Italian Cup. Founded with the ambition of creating a modern, internationally minded basketball organization deeply rooted in the city of Rome, the Club is committed to sporting competitiveness, talent development, community engagement and a long-term vision for the game in the Italian capital.

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