



Karim Fathi – VP Digital (Americas) – SPORTFIVE

Karim is a digital, media, and content expert with 10+ years of experience in the sports business industry. He joined SPORTFIVE in 2016, leading the company's efforts in developing creative digital content strategies, integrated campaigns, and monetization opportunities. Through his role, Karim specializes in helping global sports properties and brands create unique fan DNA culture and drive revenue & ROI through creativity, engagement, and innovation. Prior to his current role, he was based in SPORTFIVE's Paris office for multiple years.

Bilingual in English and Arabic, Karim is a graduate of the American University in Cairo (AUC) with a Bachelors in Business Administration, and later completed his MBA and Masters of Sports Administration at the globally #1 ranked Ohio University.