



Troy McCann – Sr. Director, Marketing – Wasserman Sports & Entertainment

Troy brings 14+ years of marketing leadership experience to Wasserman Sports & Entertainment leading a progressive team responsible for shaping our clients' partnership & activation strategies. Prior to joining Wasserman, Troy was client-side overseeing marketing for iconic international brands including Heineken, Coors Light and Coca-Cola. With an enthusiastic approach, Troy helps brands create highlight reel moments to make meaningful, lasting connections and genuine contributions to consumers' lives. He can't help but infuse his small-town sensibilities into big-league brands, placing a priority on making impressions instead of just simply buying them.