

TIM REED
SENIOR DIRECTOR, EVENTS & CONTENT, X GAMES

Tim Reed oversees creative development and the day-to-day operations, marketing and execution of X Games events. In addition to his events responsibilities, Reed drives the year-round content strategy and development for the X Games brand and handles programming and acquisition of action sports content for ESPN.

Most recently, Reed oversaw the five-year milestone extension agreement with long-time partner Aspen Skiing Company, keeping the winter version of X Games in Aspen/Snowmass, Colo. through 2019 – the longest-tenured X Games host city. Additionally, Reed played a key role in bringing the X Games summer event to Austin, Texas, in a multi-year agreement after an 11-year tenure in Los Angeles.

Reed's vision of enhancing and growing the X Games experience into a true festival model has progressed significantly since 2012. The inaugural X Games Austin event in June will feature multiple on-site interactive parks and villages, top musical performances, e-Sport gaming and several other innovative elements for spectators. Under his direction, X Games Music has played a key role in the events transition to the festival model, and has already showcased world-class musical artists such as Linkin Park, 50 Cent, Calvin Harris, Macklemore & Ryan Lewis and AWOLNATION with Kanye West, Flaming Lips and Pretty Lights among many more artists set to perform at X Games Austin.

Reed's direction over content strategy and development has resulted in original programs such as the *World of X Games* series on ABC for which he secured an exclusive television agreement with the Association of Surfing Professionals. Reed also led several other content and rights deals such as the X Games Los Angeles *Hot Wheels Double Loop Dare* stunt in 2012, Rob Dyrdek's Street League Skateboarding and Global RallyCross programming on ESPN, and the digital content *Pro Series* on XGames.com.

Prior to his current role, Reed oversaw the planning and daily execution of Sports & Competition, Event Production, Medical and Logistics departments for X Games. Additionally, he led the development of key X Games sports components including: development and launch of RallyCross, the first temporary concrete flow courses, the first fan-voted event around Moto X Best Whip and created the discipline of Moto X Speed & Style. Reed also introduced the first digital X Games competition, Real Street, which has grown into the Real Series franchise.

In 1997, Reed started his career at ESPN as a sports & competition intern. He worked a variety of sports and operations positions over the next two years. In 2002, he was promoted to assistant director of Sports & Competition, where he focused on developing and executing X Games competitions. Throughout his career, Reed has been integral to the planning and execution of over 50 X Games events around the world.

A graduate of Yale University, Reed earned a Bachelor of Arts degree in History and played varsity football and basketball. In his free time, he enjoys snowboarding and skateboarding – two passions that led to his desire to work for ESPN and X Games.