

# Power Players: Rob Prazmark, Tom Shepard

By Ben Fischer

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Photo: MARY ALICE FISHER

## Rob Prazmark

*Co-Founder and Chief Executive Officer*

## Tom Shepard

*Partner and Chief Marketing Officer*

## 21 Marketing

Prazmark has brokered \$3.5 billion worth of Olympic sponsorship deals over the years, with some of them dating to the birth of the modern Olympics business in the mid-1980s. Shepard first made his mark in global events at Millsport and then as executive vice president at Visa. They still need no introduction in the halls of Olympic power; in 2017, Shepard added a new title: chairman of USA Modern Pentathlon.