

Ryan Fitzpatrick

Sport, entertainment, gaming and lifestyle. Founder · operator · advisor · board.

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PROFILE

A creative-side operator who turns **cultural relevance into commercial pipeline**. Twenty years building brand, product and live moments where fashion, sport, entertainment and gaming meet. Launched **Red Bull's global gaming platform**, architected **Call of Duty XP**, and stood up **EFG's first global innovation pipeline** post-acquisition. Hired by legacy brands and category challengers when the next generation of consumers has stopped showing up, and a defensible point of view, a new product line, or a tentpole moment is the way back. Equally fluent with founders, IP holders, and global P&L owners.

CAREER SNAPSHOT

Founder & Principal, Creative Strategy — <i>High Concept Advisory</i>	2025 – Present
SVP, Strategy & Innovation — <i>ESL FACEIT Group (EFG) / Vindex</i>	2021 – 2025
Partner / SVP / VP, Gaming, Lifestyle & Branded Entertainment — <i>NCompass International</i>	2008 – 2021
Sr. Interactive Marketing Manager — <i>Red Bull North America</i>	2004 – 2008

SELECT ENGAGEMENTS & IMPACT

CLIENT / ENTITY	CHALLENGE	OUTCOME
Red Bull	No presence in gaming. Needed credibility with an endemic audience.	Built global gaming platform from scratch. Now gaming's #1 non-endemic brand . First esports athlete program, in-game placements, branded competitive hardware (now category standard).
Activision (Call of Duty XP)	Game launch needed a cultural moment, not just media spend.	Conceived and led multi-day immersive event reaching millions globally. Cannes Silver Lion, Grand Ex Award, Gold Effie .
Herman Miller	Evaluating entry into gaming furniture. Needed market validation.	Led executive education, market sizing and category strategy. Directly resulted in the launch of their gaming division .
ESL FACEIT Group	Post-acquisition, no innovation process across three regions.	Built first global innovation pipeline (NA, EMEA, MENA). Conceived and designed Creator Rewards platform .
Gamers Outreach (Board)	Nonprofit at <\$100K/yr, limited hospital footprint.	Scaled to \$5M+ annual donations, 350+ units deployed across hospitals globally , cut hardware cost-per-unit 50% .

PROFESSIONAL EXPERIENCE

Founder & Principal, Creative Strategy — *High Concept Advisory (HCA)* Oct 2025 – Present

Mandate: senior advisory practice helping founders, operators and executive teams turn cultural ideas into shippable products and revenue.

- Led **full brand repositioning** for a creative production agency, from strategic concept through creative execution, resulting in a refreshed market identity and new business pipeline.
- Drove **new product development and launch strategy** for a client entering an adjacent vertical, from concept definition through go-to-market framework and commercial model.
- Embedded creative and strategic leadership for founders and executive teams during launch, transition and fundraise.

SVP, Creative Strategy & Innovation — *ESL FACEIT Group (EFG)* Jan 2024 – Sept 2025

Mandate: turn a newly combined global esports group into a multi-revenue brand business with a real innovation pipeline.

- Owned **innovation strategy across a global esports group operating in 15+ markets**, building EFG's first global innovation pipeline and cross-functional ideation process across **North America, MENA and EMEA**.
- **Conceived and designed the EFG Creator Rewards platform**, partnering with engineering, partnerships, marketing, events and finance to architect, build and bring it to market.
- Partnered with commercial and partnerships teams to **embed innovation strategy into the group's enterprise sales process**, expanding account scope and increasing average contract value across key accounts.
- **Oversaw Vindex integration into EFG** post-close, building unified strategy across global divisions, aligning the two roadmaps and eliminating duplicate workstreams.

SVP, Strategy — *EFG (post-Vindex acquisition) & Vindex* Mar 2021 – Jan 2024

Mandate: position Vindex for acquisition, then absorb it cleanly into a global group.

- Drove market expansion and innovation strategy that **positioned Vindex for acquisition by EFG**, owning all internal and external communications through diligence and announcement.
- Identified and developed opportunities for **synergy across Vindex's varied operating groups** (production, experiential retail, and the data and insights platform), creating new business lines for each.
- **Connected three separate business units** (event and broadcast production, data and analytics SaaS, and experiential retail) into **one integrated offering**. Gave Vindex a story no single-service competitor could tell and gave clients a reason to consolidate spend.

Partner / SVP / VP, Gaming, Lifestyle & Branded Entertainment — *NCompass International* 2008 – 2021

Mandate: stand up and lead a gaming and lifestyle practice inside a traditional experiential agency, and win the work to fund it.

- Grew the gaming and lifestyle practice into a **\$20M+ annual revenue line** and one of the agency's top-performing verticals.
- Built, led and managed **diverse cross-functional teams across account, creative, technology, broadcast, strategy and event production**, scaling the practice from a few specialists to a 360-degree delivery group.
- Delivered award-winning campaigns and live programs for **Red Bull, Activision, Neiman Marcus, YouTube, Disney and Airbnb**.
- Led executive education, market sizing and category strategy for **Herman Miller** that validated the opportunity and resulted in the **launch of their gaming division**.

PROFESSIONAL EXPERIENCE (CONT.)

Sr. Interactive Marketing Manager — *Red Bull North America*

2004 – 2008

Mandate: design the industry entry strategy that would make Red Bull what is now gaming's #1 non-endemic brand.

- Built **Red Bull's global gaming platform** from a blank sheet, defining athlete program, content strategy, event footprint, community outreach and support, and the brand's student brand manager playbook for gaming.
- Launched the brand's **first esports creator and influencer strategy**, signing competitive players as endorsed athletes years before the category had a template for it.
- Developed **groundbreaking promotional partnerships** between Red Bull, gaming IP and traditional retailers, opening new shelf, distribution and co-marketing surfaces the category had not used before.

ADDITIONAL ROLES & BOARD SERVICE

Founding Partner & Chief Strategy Officer — *Adamas Esports*

Jul 2018 – Present

Co-founded an elite esports performance company modeled on Olympic-level sport science. Led brand identity, facility design, athlete experience, GTM strategy and global partnership strategy.

President of the Board — *Gamers Outreach Foundation*

Nov 2017 – Present

Scaled the nonprofit from **<\$100K to \$5M+** in annual donations with **350+ units deployed across hospitals globally**. Cut hardware cost-per-unit **50%** through vendor strategy and product redesign.

Working Group Participant — *World Economic Forum*

Contributed to WEF working groups on **AI and the metaverse**, helping shape global frameworks for emerging technology governance and adoption.

EDUCATION & EXECUTIVE TRAINING

BA, New Media — *Emerson College*

altMBA — *Innovation & Leadership*

Section4 — *AI for Business Mini-MBA · Product Strategy · Financial Fluency · Business Core*

HOW I WORK

I work at the intersection of **brand, product, and commercial strategy**. Most of my clients and employers have hired me for the same reason: the next generation of their customer has stopped showing up, and they need a point of view, a new product, or a defining moment to earn them back. I operate as a principal, not a project manager. I define what should exist and why it will win.