



Lori Burgess – Chief Operating Officer, Beasley Esports

Lori serves as the Chief Operating Officer of Beasley Esports, responsible for creating, implementing, and managing the strategic direction of Beasley Media Group’s esports properties, diversifying BMG’s revenue streams and forging connections with next-gen consumers. She oversees the *Houston Outlaws* of the Overwatch League, *Team AXLE-R8* in the North American Rocket League Championship Series, and the esports/gaming content brands *CheckpointXP* and *CheckpointXP On Campus*.

Lori possesses more than 25 years of experience leading iconic media properties like Seventeen Magazine, Mademoiselle, Elle, House & Garden and The Hollywood Reporter—having transformed them into highly relevant, profitable multi-channel brands—with a track record for delivering substantial audience growth, record-setting revenues, state-of-the-art content assets, experiential offerings, product licensing and strategic partnerships with many of the nation’s top advertisers. Many of these brands targeted younger consumers which aligns with the world of esports, its non-traditional media platforms and the under-35 demo that video gaming dominates with.

Beasley Esports is proud to make Houston its home and is headquartered in The Woodlands, Texas. With the high-profile sports-tech scene in Houston, Beasley Esports is committed to partnering with the city’s sports-tech start-ups, colleges, and high-schools to help facilitate and fund next-gen companies within this burgeoning space.