

Keith Friedenberg



Chief Analytics &
Insights Officer

Keith Friedenberg serves as Chief Analytics & Insights Officer of Endeavor Group Holdings, Inc. which owns and operates Ultimate Fighting Championship (UFC), World Wrestling Entertainment (WWE), William Morris Endeavor (WME), IMG, 16Over90, On Location, and OpenBet/IMG Arena.

Keith is founder of Endeavor Analytics, LLC, a global knowledge and insights company that provides strategic consulting, media intelligence, valuation services, and consumer insights. Endeavor Analytics boasts a global team of 80 who leverage AI & machine learning and third-party data providers to inform decision-making across media & sports properties, talent & athletes, and Fortune 500 brands.

Prior to joining Endeavor in 2008, Friedenberg spent eleven years with Warner Bros. Media Research & Insights, where he supervised consumer, media and brand research operations for divisions including domestic television distribution, gaming, consumer products and emerging technology.

Alumnus of the Marshall School of Business, University of Southern California.

Keith resides in Los Angeles with his wife, Carla.