

## FOR IMMEDIATE RELEASE

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### **Christopher Handy named CEO of Engine Shop**

*Experienced engagement marketing executive to lead agency transformation and expansion*

NEW YORK, Jan. 12, 2021 – Engine Shop, an industry leading marketing agency, today announced the promotion of agency veteran Christopher Handy to Chief Executive Officer. Handy joined Engine Shop in 2010 and provided strategic guidance and visionary leadership to position the agency for sustainable success even in the industry’s toughest year.

“Chris Handy has a strong plan for the focused growth and expansion of Engine Shop to position the agency at the forefront of the new, dynamic marketplace in which marketing agencies have to be better at solving business problems. We are very pleased to have him at the helm,” said George Pyne, founder and CEO, Bruin Sports Capital.

During his tenure at Engine Shop, Handy has overseen all agency operations delivering a valuable, holistic perspective to the agency’s dynamic engagement marketing programs. He played a pivotal role in the company’s evolution from an event-centric activation agency to a strategic, integrated engagement marketing agency with expertise in problem solving, content creation and measurement across all cultural touchpoints such as sports, music, entertainment, gaming and esports.

Handy intends to further transform the agency under his leadership with a people-centric approach to meet the changing needs of brands and consumers.

“The notion of humanity became paramount last year—in politics, health, business and society at large. And humanity will be heightened in this agency’s approach in 2021 and beyond,” said Handy. “This is a necessary time to get back to the days when ‘impressions’ meant not how many people saw you, but the thoughts and feelings you created for them.”

A seasoned industry professional with two decades of business, sports and entertainment experience across sectors, Handy has worked with global companies, professional teams, major venues, national sports associations and iconic athletes, achieving their marketing objectives through joint ventures, events, celebrity endorsements and media-focused branding.

Handy is an alum of Harvard Law School and Georgetown University.

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#### **About Engine Shop ([engineshopagency.com](http://engineshopagency.com))**

Engine Shop is an industry-leading engagement marketing agency that specializes in putting brands in the center of people’s lives. We are a people-centered group, solving problems and creating client opportunities with creative, empathetic brand storytelling through content, digital engagement and/or live experiences.

Engine Shop was founded in 2012 and joined the [Bruin Sports Capital](#) portfolio of companies in 2015. Engine Shop has teams in New York City, Atlanta, Chicago and Los Angeles.