

FITE



Jim Ross Celebrity Spokesperson

Jim Ross "Good Ole J.R." is the celebrity spokesperson, executive advisor and investor for the new free mobile app launched in early February 2016, FITE TV. FITE TV is a one-stop shop for viewing all sports within the fighting discipline globally including MMA, professional wrestling, boxing and traditional martial arts.

For over 40 years, J.R. has been one of wrestling's most influential figures, both as the most recognizable announcer in the wrestling business as well as an executive, referee and sometimes wrestler. J.R. is known to sports entertainment fans around the world as the "Voice of Professional Wrestling". He also has supplied play-by-play commentary for boxing and mixed martial arts events. J.R. is also a member of the WWE Hall of Fame. As EVP of Talent at WWE, J.R. recruited some of the organization's top talent including The Rock, "Stone Cold" Steve Austin, John Cena, Kurt Angle and Brock Lesnar. Working for WWE, WCW and Mid-South Wrestling, he has traveled the world and had a ringside seat for some of the most amazing moments in fighting sports.

From sports entertainment executive to two-time New York Times Bestselling Author, to enduring the struggle of Bell's palsy and even playing the role of entrepreneur with his own barbecue sauce brand, J.R. has worn many hats. J.R. is a devout fan of pro wrestling, MMA, boxing and, of course, the Oklahoma Sooners football program.

J.R. is currently on the road sharing his life story and giving fans an inside look at the world of sports entertainment with The Ross Report podcast broadcast weekly on Podcast One to 500,000 to 2 million listeners per episode.

J.R. currently resides in Norman, OK with his wife, Jan.