

# **FITE**



**Michael Weber**  
**Senior Vice President of Marketing**

Michael Weber is the Senior Vice President of Flipp Media. Flipp is a unique mobile app with 15 million downloads and programming distribution agreements with over 100 programmers including CBS, Bloomberg TV and ABC-Univision's Fusion.

In early February 2016, Flipp Media launched a new app called FITE TV. FITE is a mobile app based on Flipp's patented technology focused on bringing the best of the global fighting world onto the TV screen live and on demand. It features global and international live events, interviews, movies and documentaries from MMA, wrestling, boxing and traditional martial arts.

Michael brings over 30 years of live event and television marketing experience to Flipp. Throughout his career, he has worked on the marketing, distribution and production of over 160 live Pay-Per-View television events primarily in the professional wrestling, boxing and motorsports industries. Most recently in the live event business, Weber was the vice president of marketing for TNA (Total Nonstop Action) Wrestling. Previously, he has worked as a live event/television marketing executive for Clear Channel Motorsports (now Feld Motorsports), World Championship Wrestling (Turner Broadcasting), Trump Sports and Entertainment and World Wrestling Federation (now WWE).

Michael and his wife reside in St. Petersburg, FL. He earned his Masters of Sports Administration and Bachelor of Science at Ohio University, Athens, OH.