



**MAJOR LEAGUE BASEBALL**  
*Jim Small, Senior Vice President, International*

As Major League Baseball's Senior Vice President, International, Jim Small is responsible for the league's international business initiatives.

Small is responsible for growing MLB's brand and development globally, planning MLB's international play schedule, generating new opportunities to grow the sport's popularity internationally, creating and nurturing a talent pipeline in key markets, and overseeing the World Baseball Classic. Small oversees offices and personnel in China, Japan, Korea, India, the UK, Mexico, and Taiwan, and coordinates their efforts with MLB's global media, sponsorship and consumer products departments in the Commissioner's Office.

Prior to assuming his current role in February 2019, Small spent 16 years leading MLB's Asia Pacific business based in Tokyo, Japan.

After establishing MLB's first Asia office in Tokyo in 2003, Small was responsible for MLB's ever-increasing footprint in the region. Since 2008, MLB has seen a 500% growth in the value of its media rights in Japan; played regular season and exhibition baseball games in Tokyo, Osaka, Beijing, Taipei and Sydney; and established a business in China that boasts more than 30 million unique program participants, the regular broadcasting of MLB games across terrestrial, satellite and digital platforms that reach 900 million potential viewers and the development of Chinese professional baseball players.

Additionally, Small has helped develop, position and operate the World Baseball Classic - the sport's premier international competition - since its debut in 2006. He currently serves as the President of the WBC.

Previously, Small oversaw MLB's international marketing and events as Vice President of Market Development based in New York, beginning in 1998.

A veteran of nearly 40 years in the sports marketing industry, Small started his career in public relations with the Kansas City Royals, the Chicago Cubs, the Texas Rangers and MLB's New York Office. From 1995-1998, he held a variety of global marketing positions at Nike, Inc., primarily focused on the company's soccer brand. Small returned to baseball in August 1998.

Small has served as an advisor to the Japanese Government's Ministry of Economy, Trade and Industry in its preparation for the 2020 Olympic Games and on the Board of Directors of the General Sports Administration of Saudi Arabia. He is a founding member of *the TOMODACHI Initiative*, a public-private sector youth initiative operated in conjunction with the U.S.-Japan Council and the US Embassy, Tokyo. He has served on the board of trustees for *Hands on Tokyo*, one of Japan's leading charitable organizations, and the American School in Japan.

Small holds a B.A. in Journalism from the University of Kansas and an M.B.A. in Finance from Fordham University in New York.

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