



Peyton King

Associate Director Of Marketing

Peyton King is the Associate Director of Marketing at Sports Innovation Lab. Peyton works across all facets of the business with clients that range from sports teams and leagues to media agencies to Fortune 500 sponsors including the NFL, NHL, Ally Financial, Google, and more. Day to day, Peyton spearheads the launch of Sports Innovation Lab's addressable solution, Sports Innovation Lab Audiences, facilitates Sports Innovation Lab's Women's Sports Club, and lays the groundwork for the company's CRM and marketing strategy. Whether it be PR, graphic and website design, social media, or public speaking, Peyton is truly a full-stack, modern, data-driven marketer that wears countless hats. Her work at Sports Innovation Lab represents the convergence of her career in advertising, marketing, media, and journalism. For her work at Sports Innovation Lab – coupled with her co-creation of the industry's first-ever IAB NewFront dedicated to women's sports – Peyton was recently named Advertising Week's "Future Is Female" Winner for 2024! She was one of the youngest-ever recipients of this honor.

Peyton has previously worked in advertising and sports media at Mediahub and Pulltab Sports. In her time at Mediahub, Peyton planned media campaigns for Outback Steakhouse as well as pitched original ideas that were used by big players such as PBS & Ken Burns through Mediahub's invite-only R&D, or "radical disruption," group that is designed to integrate creativity into more data-driven media practices.

As the Influencer Marketing Lead at Pulltab Sports, Peyton planned, budgeted, & executed influencer marketing campaigns with creators ranging from rappers to professional hockey players. She worked with agents to negotiate deals, provided creative direction for the activations, & segmented funds to target for optimized performance.

As a creator herself, Peyton also has written a novel, published various pieces of culture-driven journalism, ran an Instagram account documenting the things people write in bathroom stalls, and co-produced multiple comedic shorts that were featured in major press outlets – including a mockumentary film project that was acquired by T.D. Garden called "The Shovelers" as well as the viral "Minnesota All Hockey Hair Team" series.

Peyton, a proud Minnesotan at heart, currently resides in Boston and is a graduate of Boston College. After her 9-5, she enjoys beer league hockey, traveling, exploring new restaurants, and walks around the city.