

George Barrios

Full Bio

George Barrios is a business leader, investor, and operator working at the intersection of sports, media, and technology. He is Co-Founder and Co-CEO of Isos Capital, where he invests in growth opportunities across sports, entertainment, and media.

He is also an investor in and Director of Global Sport Group (GSG), a CVC-backed sports investment platform whose portfolio includes La Liga, Ligue 1, the WTA, and Equine Network. In addition, he is an investor in and Co-Chair of Equine Network, and serves as a Trustee of the University of Connecticut.

George is best known for his tenure as Co-President and Board Member of WWE, where he helped transform the company into a global, multi-platform entertainment business. Under his leadership, WWE expanded its direct-to-consumer strategy, scaled its digital and social presence, and helped lay the groundwork and lead the company's merger with UFC to form TKO Group.

Earlier in his career, George held senior executive roles at The New York Times Company, Time Warner, HBO, and Praxair, building deep experience across finance, strategy, and innovation.

He has also served on the boards of Make-A-Wish America, WWE, and Bowlero, and previously served as Chair of the national Make-A-Wish Foundation. He holds an MBA from the University of Connecticut School of Business. A first-generation Cuban American raised in Queens, New York, he is the author of *Sometimes Wrong But Never in Doubt*.