

PETER J. SOTO

CREATIVE EXECUTIVE IN FAN
EXPERIENCE & CONTENT LEADER

(754) 224-1174

pete.soto54@gmail.com

linkedin.com/in/pete-soto-753a763

EXECUTIVE SUMMARY

Hall of Fame, award-winning creative executive with more than 30 years leading innovation across professional sports entertainment. Recognized for elevating fan engagement through visionary storytelling, immersive live events, and multimedia experiences that connect audiences worldwide. Skilled in building dynamic creative teams and directing multimillion-dollar productions for the NFL, NHL, MLB, MLS, NCAA, and international sporting events.

EDUCATION

Barry University 1994
B.A. Broadcast & Communication

CORE STRENGTHS

- Creative Visionary
- Live Show Production & Directing
- Content & Storytelling
- Fan Engagement Strategy
- Executive Stakeholder Management
- Multimedia Innovation
- Cross-Functional Team Leadership
- Strategic Event Production

ACHIEVEMENTS

- 2025 IDEA Hall of Fame Inductee
- 9 Super Bowls
- 3 Olympic/Paralympic Games
- 1997 World Series Champion
- 2006 Stanley Cup Winner
- 2018 MLS Cup Championship
- 4 NCAA National Championships
- Global Sporting Events
- SoFi Stadium Control Room & Infinity Screen
- Mercedes Benz Stadium Control Room & Halo Board

CREATIVE IMPACT

Recognized for redefining fan engagement across professional leagues and global sporting events. Developed innovative live production formats and iconic game-day experiences that inspire and unite audiences.

PROFESSIONAL EXPERIENCE

Vice President of Game Presentation and Fan Experience

Detroit Tigers, Red Wings & Illitch Sprots & Entertainment 2023-2024

- Oversaw live show production, fan engagement, promotions and digital integration across two major league franchises.
- Directed signature events: Miguel Cabrera Retirement Weekend, Jim Leyland Hall of Fame Induction, Pavel Datsyuk Hall of Fame Induction and Red Wings Centennial.
- Led cross-functional team of producers, editors and live event staff delivering award-winning content.
- Elevated teams from lower 3rd to upper 3rd in fan experience rankings.

VP & Executive Producer of Fan Experience & Content Creation

Los Angeles Chargers 2019-2023

- Designed and integrated SoFi Stadium's state of the art video environment and control room.
- Produced in-stadium entertainment for Chargers games and large scale NFL events including Super Bowl LVI.
- Directed award-winning content creation team; partnered with league officials and sponsors to elevate brand visibility.

Sr. Director of Game Presentation & Fan Experience

Atlanta Falcons & Atlanta United 2015-2019

- Oversaw game presentation for both teams including stadium media integration.
- Created first-ever circular video board and immersive multimedia environment at Mercedes-Benz Stadium.
- Established iconic traditions such as the Golden Spike and Supporters Section.
- Elevated Falcons from 28th to 1st in NFL Voice of the Fan rankings.
- Associate Producer for Super Bowl LI.

Sr Director of Game Presentation & Fan Experience

Florida Panthers 2011-2015

- Directed NHL Panthers' live game presentation and special events.
- Reintroduced fan tradition "The Rat" and launched mascot Viktor E. Ratt to drive fan engagement.
- Led multimedia integration at Amerant Bank Arena with control room and video board operations.

Sr. Director of Game Presentation & Executive Producer

Carolina Hurricanes & NC State University 1999-2011

- Led Game presentation and media events for both teams.
- Produced Stanley Cup Championship (2006), Stanley Cup Finalists (2002) and Gator Bowl Championship (2003)
- Oversaw Gale Force Holdings' media operations and branded content campaigns.

Producer of In-Game Entertainment

Florida Marlins 1993-1999

- Created MLB's first fan engagement team, transforming in-game presentation strategies.
- Directed game-day production during the 1997 World Series Championship season.
- Developed large-scale live presentation formats that became league benchmarks.