

Biography of Maverick Carter



Maverick Carter forged his path from a very young age, embodying his given name as an independent-minded, visionary individual. Boundless curiosity, imagination, spirited passion, and drive are behind his success and the significant impact he's made in transforming the sports and media landscape. An entrepreneur, executive producer, business manager and leader, and influential media personality, Carter negotiates unrivaled partnerships, produces award-winning creative content in the digital, film, and television space, and breaks down barriers for his clients and others.

Maverick Carter began his foray into the sports world as a Nike field representative when his entrepreneurial drive took him from college to industry. The rest is pure gold, as the multi-talented Carter became LeBron James' longtime manager and business associate, the co-founder and CEO of LRMR Ventures, the CEO of The SpringHill Company, an entertainment and content company, and the CEO of Uninterrupted, an athlete empowerment company.

Making the Deals

In 2006, Maverick Carter, then 26, became LeBron James' manager and co-founded LRMR Ventures with James and two other longtime and trusted friends. Through LRMR, he established successful connections between renowned athletes, entertainers, and brands, leveraging relationships and consumer insight to deliver unique and effective marketing campaigns.

Carter facilitated many lucrative endorsement deals for the superstar basketball player, including Coca-Cola and Nike's first-ever lifetime contract. He helped James become one of the world's highest-paid athletes.

He was also one of the principal masterminds behind "The Decision," an ESPN TV special in which James, a free agent at the time, announced his departure from the Cleveland Cavaliers to sign with the Miami Heat in 2010 – a cultural event that raised millions for charity and helped usher in a new era of player empowerment. Carter also helped create "The LeBrons," a series of Nike commercials for James' shoes with caricatures of the future Hall of Fame player.

In 2011, Maverick Carter assisted in negotiating a contract between LRMR and Fenway Sports Group that gave him and James a minority stake in Liverpool FC of the English Premier League. Ten years later, the two traded their Liverpool stock for a stake in parent firm Fenway Sports Group, which owns the Pittsburgh Penguins, Boston Red Sox, and TGL Boston.



Carter Co-founded The SpringHill Company

Carter continued to put his diverse talents to work and formed The SpringHill Company, an independent media production house. As CEO of SpringHill, he has been able to translate his passionate interest and commitment to elevate others into establishing companies that create authentic, award-winning content across several platforms, all with the common thread of inspiring others.

Maverick Carter oversees the company's content, development, collaborations, and establishment of different distribution channels. He also leads the charge to elevate diverse

voices and stories through the convergence of creativity, culture, and content, which includes products and experiences, helping to reshape the sports and entertainment landscape.

SpringHill's work includes prime-time game show "The Wall," Netflix's *Hustle* starring Adam Sandler, the 2021 *Space Jam* movie, *Survivor's Remorse*, *Self-Made*, *The Carter Effect*, and *Dreamland: The Burning of Black Wall Street*, to name a few.

Uninterrupted: Empowering Athletes

SpringHill owns notable brands, including the multi-Emmy-Award-winning athlete empowerment brand Uninterrupted, headed by Carter. Uninterrupted empowers athletes to develop and amplify their stories.

Uninterrupted's content includes original series like "The Shop," where co-hosts Carter and CMO Paul Rivera invite artists, athletes, and entertainers to explore the direction of their lives and careers; the critically acclaimed documentary "The Carter Effect"; and the "Kneading Dough" podcast, produced in collaboration with JPMorgan Chase & Co., that provides athletes with a platform to address financial literacy.

In 2023, Uninterrupted collaborated with Tapcart to create a robust e-commerce app that allows customers to shop for the latest products and merchandise while creating a space to engage with their community on the most essential devices.

Conversations with Other Mavericks

Always on a journey to learn and never one to rest on his laurels, Carter also produced an eight-episode series called "Mavericks with Mav Carter" in 2023. He was looking to start a conversation that sparked curiosity about the how and why behind what people do. With this series, the viewer goes on each guest's journey as Carter talks to fellow mavericks like Kerry Washington, Jeezy, Kim Kardashian, Jay Shetty, Mark Cuban, and Shonda Rhimes.

Carter also advises several prominent businesses and nonprofit organizations, including Live Nation Entertainment, Ladder, the LeBron James Family Foundation, After School All Stars, and the Ross Initiative in Sports for Equality. He is a member of the University of California's investment advisory group for diversity and inclusion and the Nextdoor advisory board. He currently resides in Akron, Ohio, and Los Angeles, California.

Back to the Beginning

Born on October 10, 1980, Maverick Carter's roots are based in Atlanta and Akron, Ohio. He played basketball and football at St. Vincent-St. Mary High School, where he and James led their basketball team to an undefeated season. Carter earned a scholarship to play hoops at Western Michigan University. He later transferred to the University of Akron, where his focus took him on the independent, successful path he is on today.