

Victor Cui, Edmonton

In January 2022, Victor was named the President & CEO of the Edmonton Elks. With 25+ years of sports industry experience, Victor is recognized as one of the most influential leaders in the world of sports in Asia for having started and lead the growth over the last decade of ONE Championship to a global powerhouse valued at \$1 billion. At ONE, Cui is currently CEO International and drives multiple global operational parts of the business and he also serves as CEO of ONE Elite Agency, which manages some of the world's biggest sports superstar athletes and celebrities.

Prior to launching ONE Championship, Cui worked with Asia's number one sports broadcaster, ESPN Star Sports. Throughout his career, Cui is grateful and fortunate to have worked on several global sport projects: Commonwealth Games, the World Championships, the Sydney Olympics, the PGA Tour Bell Canadian Open Championship, the LPGA Tour BMO Women's Open, the X Games Asia, the World Series of Pool, World Futsal and the creation of ESPN's Martial Combat.

Today, he is focused on several global initiatives (business and charity) and most importantly, he is a dedicated husband and father who has a high interest in embarrassing his children whenever he can.