

Cecil White
WME (William Morris Endeavor)

Cecil White III is an Agent and Executive at WME, where he leads brand partnerships and business development at the intersection of sports, entertainment, and culture. He has negotiated over \$500 million in endorsement, NL, equity, and sponsorship deals, including multi-year campaigns with brands like Adidas, Nike, Jordan Brand, Fanatics, Red Bull, BodyArmor, Sprite and Prudential. His diverse roster includes Anthony Edwards, Tracy McGrady, Dapper Dan, Jackie Young, Cam'ron, Aliyah Boston, Gradey Dick, Dylan Harper, Kiyan Anthony, and Michael B. Jordan (amongst others). Cecil is also the co-founder of the Invesco QQQ Legacy Classic, a nationally televised HBCU basketball showcase that blends sports, entertainment, and social impact. His work has been featured in Forbes, Billboard, and Sports Business Journal.