Adam Brown founder summary

Van Baa Sports & Entertainment / SPORTS MEDIA / CREATIVE DIRECTION / PARTNERSHIPS

Adam Brown is the founder of Van Baa Sports & Entertainment, the creator of its competition formats and creative lead behind its publishing portfolio. His work connects sports competition formats, original editorial, digital experiences and the fictional city of Goatville.

A commercial foundation

Brown brings more than 20 years of advertising and media experience across national out-of-home, publishing, print and digital advertising, radio and television. His background includes Vista Media Group, Mediamax and Condé Nast, Gannett and the USA TODAY Network, Townsquare Media and WICZ FOX 40. He served two elected terms as a Village of Johnson City trustee from 2021 to 2025.

A portfolio you can inspect

The current Van Baa portfolio includes five seasonal competition frameworks, BAAs and GOAT Power Index concepts, finished league publications, original campaigns and public-facing websites. Selected work includes the 37-page GOATVILLE TIMES Week 8 issue, the 54-page Business and Tourism Guide and the 64-page Greatness Files. Goatville Standard Time, Vincent Van Baa and related lifestyle studies show how the same world can support distinct creative categories.

Where he can add value

Brown combines client-facing business development with hands-on sports storytelling, editorial organization, creative direction and brand positioning. He can contribute to partnership development, media strategy, sponsorship proposals and campaigns that connect audiences with a recognizable identity.

Current focus

He is seeking a serious acquisition, partnership or licensing conversation for Van Baa and is open to a senior sports-media, creative or business-development role. Broader platform operation, commercialization and rights clearance remain development work.

Syracuse University | BS Speech Communication | Honors 2004

adamhbrown@gmail.com | 607 280 7871 | Open to NYC opportunities

Explore the work

Founder website https://van-baa-sports-entertainment.adamhbrown.workers.dev/

Publications https://van-baa-publications.adamhbrown.workers.dev/