

SportX Studios Appoints Emmy-Winning Producer Chris Crowley as Executive Creative Director

Studio expands its creative leadership and continues its growth into original content development

NEW YORK, NY, UNITED STATES, November 4, 2025 /EINPresswire.com/ -- SportX Studios, an innovative production company specializing in original sports and entertainment storytelling, proudly announces the appointment of Chris Crowley as its new Executive Creative Director. A three-time Emmy Award winner and eight-time nominee, Crowley brings decades of creative leadership and production experience that will further drive SportX Studios' mission to create bold, engaging, and impactful content.

Crowley has a celebrated career producing for major television networks, including NBC Sports, where his Olympic coverage earned the Outstanding Live Sports Series Emmy. He received an Emmy award for NBC Sport's Golf coverage, showcasing his ability to elevate live sports coverage into emotionally resonant storytelling. Over the years, Crowley has written, produced, and directed a wide range of programs across genres, blending cinematic vision with creative excellence.

Most recently, Crowley served as Executive Producer at Outside Inc. in Westport, CT, where he spent 12 years overseeing original programming from concept through completion. His extensive experience includes leading creative teams, developing and selling new programming ideas, managing large-scale productions, and aligning content strategy with brand marketing initiatives.

SportX Studios is entering an exciting new era — expanding into Hollywood production, including its recent involvement as investors and co-executive producers of the highly anticipated "To Life" pilot. Crowley's appointment marks another milestone in SportX's evolution from a sports-focused content house to a global entertainment studio.

"Chris brings exceptional creative vision and leadership that perfectly align with SportX's continued growth," said Carmine Parisi, Co-CEO of SportX Studios. "His storytelling expertise and deep production experience will be instrumental as we expand our footprint in Sports, Hollywood and beyond."

"I'm honored to join SportX Studios at such a transformative time," said Crowley. "The studio's dedication to innovation and storytelling excellence makes it an exciting place to push creative boundaries and connect with audiences on a deeper level."

About SportX Studios

SportX Studios is redefining modern sports and entertainment media through innovative, engaging original content production and distribution. With full-service production and distribution capabilities, the studio produces a wide range of projects including original content series and short and long form branded entertainment that connect audiences through powerful storytelling.

By collaborating closely with brands to inform and shape content messaging, SportX Studios ensures that each project is both creatively compelling and strategically aligned. The company leverages the SportX publisher premium sports ad marketplace to syndicate its content across digital audiences at scale — reaching millions through premium storytelling that bridges the worlds of sports, culture, and entertainment.

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