

BURT WATSON



- ❖ Motivational Speaking
- ❖ Operational Consulting
- ❖ Guest Appearances
- ❖ Fighter Meetings
- ❖ Fight Team Consulting



“He brings you into his world, makes you excited and in everything he does... HE MAKES IT BETTER...”

Big John McCarthy

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All Social Media: burtwatson4real

“Burt is an Angel and a Bolt of Lightning! He brings Life to the Party. The Fighters love him, the Team loves him, and I love him”

Scott Coker



Burt is now available for Motivational Speaking and Consultation Engagements to

- Address and Inspire Your Athletes
- Mentor Your Operations Staff
- Meet and Greet Sponsors
- Join Your Broadcast Team

Invite Burt to help you raise the public profile of your promotion or event!



Fighters Only magazine
LIFETIME ACHIEVEMENT AWARD
Recipient

International Sports Hall of Fame
Inductee

Legend 2 Legend Podcast Host
(on MMA Junkie / USA Today)

Burt Watson

Burt Watson's career as a leader in combat sports spans an unprecedented four decades. His vast experience reflects the host of positions he's held with some of Boxing's and MMA's most recognized brands. As a consultant, advisor, promoter and event coordinator, Burt commands a wealth of knowledge unparalleled in both industries. He been a part of some of the most unforgettable events in the history of **BOXING** and **MMA** with **UFC, StrikeForce, WEC, and Bellator.**

Early in career Burt eventually became the business manager for his close personal friend, the legendary **Smoken' Joe Frazier**, Burt handled all aspects of administrative support, from contract negotiations and personal appearances to television interviews and public relations. During his stint with the Frazier organization, Burt honed his managerial and event organization skills. He quickly became one of the industry's most sought-after event coordinators.

Burt's skills as a coordinator quickly took him to the four corners of the globe working on notable projects and handling historical Boxing events. Because of his straight-forward and client centered approach, in 1989 Burt was eventually asked by ION Pictures, the producers of the **Champions Forever** video project, to lead a two-year, three continent promotional tour working with **Joe Frazier, Muhammad Ali, Larry Holmes, George Foreman** and **Ken Norton.** While on tour, Burt had his hands in the management of all public relations, personal appearances and promotional stops, while balancing the needs and personalities of the most legendary diverse group of athletes ever assembled.

During the Legendary careers of **Mike Tyson** and Oscar De La Hoya, Burt served as camp coordinator for many of their fights, preparing all budgetary and operational elements for the safety and comfort of these legends and later others like **Sugar Ray Leonard, Roberto Duran, Hector Camacho, Julio Chavez, Roy Jones, Bernard Hopkins, Michael Spinks, Arturo Gatti, Zab Judah, Evander Holyfield, Wladimir Klitschko,** and **Vitali Klitschko.**

During his time in Boxing Burt worked as an independent site coordinator for some of boxing's most succesfull promoters, **Don King, Lou Duva, Bernie Dillon, Frank Warren Sports of London & Bob Arum/Top Rank, Mike Acri.** While earning extensive television experience and relationships, Burt has also organized championship fights for Boxing & MMA events on such networks as **ESPN, Showtime, HBO, Univision, Sky Sports, CBS, ABC, NBC, SPIKE, Combate** and **FOX.**

In 2001 Burt met **UFC President Dana White** who introduced him to the sport of Mixed Martial Arts. During his fourteen-year tenure with **Ultimate Fighting Championships,** Burt earned his legendary status as a primary force and stable influence shaping the very history of MMA.

In 2021 Burt joined The **BELLATOR MMA** organization in its very successful operations as a major force in combat sports on the **ShowTime Television Network.** While still enjoying his work with Bellator MMA, Burt continues to explore his passion for public speaking and teaching drawing from his vast experience in MMA including having worked with a list of legends that includes: **Conor McGregor, Jon Jones, Khabib Nurmagomedov, Anderson Silva, Randy Couture, Chuck Liddell, Ken Shamrock, Tito Ortiz, Rhonda Rousey, Brock Lesnar, Criss Cyborg, Fedor Emelianenko, Kimbo Slice, George St Pierre, CM Punk, Fabricio Werdum, Vitor Belfort, Rampage Jackson, Nick & Nate Diaz, Mirko KroKop, BJ Penn, Urijah Faber, Bas Rutten, Jose Aldo, Dan Henderson, Royce Gracie, Henzo Gracie, Daniel Gracie & Matt Hughes.**

Burt's incomparable experience combined with his contagious enthusiasm and genuine desire to teach make him an invaluable asset to anyone hoping to advance their brand.