

# Larry Bisig

Larry Bisig is the CEO of an integrated-marketing agency Bisig Impact Group, which he founded in 1991. Bisig specializes in helping great companies tell their stories through best-in-class online, print, PR, images and social-media.

He graduated from St. X high school in 1981, where he was student body president, and from the University of Kentucky in 1985.

He can be followed on twitter at @larrybisig, and he maintains a vibrant online presence at [www.facebook.com/larry.bisig](http://www.facebook.com/larry.bisig).

## Career Highlights

- Founder, CEO, Bisig Impact Group
- Founding Publisher, Southern Gaming and Destinations Media, 1994-present
- Founding Member, Kentucky Sports Authority, 2005-2008
- Founding Vice Chair, Greater Louisville Sports Commission, 2000-2006
- Founder/Producer, Bisig Sports Radio Network, 1994-present
- Founding Member, Louisville Arena Authority, 2009-2012
- Chairman, Breeders Cup Host Committee, 2011, 2010, 2006
- Founder/Producer, Louisville Blues and Barbeque Festival, 2006-present
- Founder/Producer, Kentucky Bluegrass and Bourbon Music Festival, 2008-present
- Founder/ CEO, The Bisig Impact Group, a 34-person Louisville-based advertising and public relations firm, 1991-present
- Producer, Kentucky Triathlon Championship, 1991-1994
- Marketing/PR representative, Baffert Stables, 1998-present
- Developer of the Bisig Impact Center, Downtown Louisville
- Member, The Louisville Zoo Society, 1990-1994
- Vice Chairman, KY Horse Park Commission, 2016-2018