

People

Five minutes with...Troy Paul of SGG Media

This month's quickfire Q&A comes courtesy of Troy Paul, co-founder/CEO, SGG Media

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Q. What do you enjoy most about your job?

Aside from the fact that I get to work in the sports industry....I would say that I love the freedom to pursue creative ideas. This industry is constantly going through so much change that the opportunity to innovate is present every day, and I'm grateful that I get to participate in the next era of sports gaming media/marketing.

Q. If you could give one piece of advice to a CEO, what would it be?

As a CEO I would say that delegation is pivotal. I find myself at times so focused on working 'in the business' that I forget to step back and realise that my most important role is to be working 'on the business' and laying out the plan of where SGG needs to be two to three years in advance. Surrounding yourself with the right team allows you the time necessary to not only plan out the major steps for the company but also receive advice from those around you. Don't always get caught up in the day to day!

Q. Who would play you in the movie about your life?

Well that remains to be seen... I would hope that Andrew Garfield would play my role in what will be a successful entrepreneurial journey!

Q. What's your karaoke song of choice?

Sweet Caroline.

Q. Which one thing can't you live without?

NFL Redzone.

Q. Who would you most like to be stuck in an elevator with?

Richard Branson – I feel like he would have some stories!

Q. Where would you time travel to and why?

I feel like the 1980s was a unique time in the world – to see the innovation that was going on in the securities market as well as computer technology was an era I would love to be apart of.

Q. What is your favourite TV programme?

Game of Thrones has to be the number one show for me – the last season needs to be redone though.

**Q. What is your biggest guilty pleasure?**

I have a sweet tooth!

Q. If you won the lottery, what would you spend the money on?

I would buy too many race horses.

Q. Name one place everyone should visit before they die.

Bali Indonesia! Beautiful place and extremely inexpensive cost of living.



Troy Paul co-founded SGG Media – a division of Sports Gambling Guides, Inc. (“SGG”) in 2020 and is a recognised national leader in sports social media marketing.

SGG is a social media sports marketing company, featuring over 1,300 sports content creator/influencers with over 29 million avid sports followers. Paul, a finance graduate of New York University, has developed SGG into one of the largest sports social media firms in the industry, leading a team of 17 social media and tech professionals creating sports content 24/7.

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