



**Steve Koonin**  
**Chief Executive Officer**  
**Atlanta Hawks and State Farm Arena**

As a life-long Atlantan who has led three brands synonymous with the city, Steve Koonin was named CEO of the Atlanta Hawks & State Farm Arena in April 2014. In his role, Koonin oversees all business, financial and strategic operations.

Under Koonin's leadership, the Hawks have transformed their brand, building and presence in Atlanta. The award-winning State Farm Arena has been ranked first in the NBA for "Overall Game Experience" as well as being named by Pollstar as the "Best New Concert Venue in the United States". In 2025, State Farm Arena was third domestically and fifth worldwide in the list of the Top Venues as part of Billboard Boxscore's Midyear 2025 Report.

Additionally, during Koonin's tenure, the Atlanta Hawks have used innovation and strategic partnerships to "Build Bridges through Basketball" and reimagine the Atlanta Hawks Foundation, which has forged authentic and meaningful relationships with Atlanta communities and provided for the underserved in their greatest times of need. He provided the vision and has spearheaded the transformation of the award-winning State Farm Arena to become Georgia's largest-ever polling location, becoming the first team in professional sports to convert their venue into a polling precinct for the 2020 General Election. Additionally, during the COVID-19 pandemic, Koonin led the organization through a partnership with Goodr, Inc. which provided more than 277,000 meals to Metro Atlantans.

Koonin is a longtime entertainment and marketing veteran with marquee brands headquartered in Atlanta. Prior to joining the Hawks, Koonin spent 14 years with Turner Broadcasting and helmed the marketing and worldwide advertising operations at The Coca-Cola Company, where he spent over a decade. A lifelong resident of Atlanta, Koonin serves as the Chairman of the Board for the Georgia Aquarium, is on the board of Atlanta Police Foundation and is an Executive Committee Member of the Metro Atlanta Chamber of Commerce. In addition, TKO Group Holdings, Inc. elected Koonin as its Lead Independent Director.

Among his many accomplishments, Koonin is a former recipient of *SportsBusiness Journal* Sports Executive of the Year. In 2020, Koonin was presented the Lifetime Achievement Award from the Atlanta Sports Council. He has received the Lifetime Achievement Award from the American Marketers Association (Atlanta), and has been named one of: The 100 Most Influential Atlantans by *Atlanta Business Chronicle*; *Atlanta Magazine's* Most Powerful People Shaping Atlanta; *Entertainment Weekly's* Smartest People in Television; and was selected for The Power List by *TV Guide*.