

New Voices Under 30: Isaac Halyard



Isaac Halyard

Senior Associate, RedBird Capital

A business builder at heart, Isaac Halyard oversees day-to-day operations of RedBird's international sports platform, including European football club Toulouse FC and the Indian Premier League's Rajasthan Royals cricket club. He led all aspects of the company's acquisition of these properties.

Age: 28

Born: Cedar Rapids, Iowa

Education: Stanford University, B.A., economics, minor in African and African American Studies

More About You

Most important lesson of the past 18 months: That maintaining a long-term view is extremely rewarding, and this can be applied to many different facets in life. As it relates to my work at RedBird, the notion of a long-term mindset has always been fundamental to Gerry Cardinale's investment approach here, and the last 18 months truly put it to the test.

Go-to person when I need help: I feel very lucky to be able to always pick up the phone and call my mom, my dad, and my sister. What's increasingly fun is that we have all ended up in careers within the same general ecosystem. My mom is a financial adviser with Morgan Stanley; my dad is an independent media consultant, often providing production and marketing services in the world of sports; and my sister is a product marketing director at Peloton.

My inspiration: My sister, Maddy Halyard. She is scary smart and works harder than anyone I know.

In the Industry

What drew me to a career in sports: My dad's career within music/TV/film production gave me an appreciation of the value of great content from a young age, whether it be sports, music, film, etc. I have always been fascinated by the sports and music industries, and RedBird has given me the unique opportunity to invest in assets that I think have true fundamental value, all of which is driven by people's appreciation for amazing stories.

Most exciting aspect of sports business: The ability to not only consume, but engage as true fans with the greatest sports content around the world no matter where you are.

Sports industry needs to do a better job of ... : Acknowledging the fact that certain practices are out of date and inherently exclusionary. Fandom knows no bounds and appreciating that fact will only benefit sports organizations.

In 10 years, I hope to be ... : Building businesses at RedBird!