Spring 2018

World Wrestling Entertainment, Inc.: Vince K. McMahon

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Co-Founder, Chairman, and CEO of World Wrestling Entertainment Inc.

Vince K. McMahon
The WWE

- Technically founded by Vince’s grandfather, Jess McMahon in 1952 as the Capital Wrestling Corporation.
- Currently the WWE is the world’s largest wrestling promotion with several hundred events every year across 150 countries.
- Best known for their Professional wrestling, but they have ventured into other areas such as Movies and extreme sports.
Vince’s beginnings

- Vince’s father, Vincent James, left him and his mother shortly after he was born.
- This led Vince towards a very troubled childhood.
- He later re-connected with his father at age 12.
- He did end up going through Military school and later getting a degree (barely) at East Carolina University.
Once Vince finished college, he desperately wanted to work with his father in the wrestling business. After one of the announcers walked out due to a pay disagreement, he got his chance. He soon became a staple of the ring and helped his father in many early business decisions.
Vince McMahon, CEO

- Titan sports is created by Vince and his wife Linda, which was later merged with the WWF.
- In 1982, Vince McMahon, at just 37 years old, buys the company from his father.
- The company is quickly pushed towards a new and bold direction under its new CEO
Big Bets and Broken Rules

○ He broke every unwritten rule in wrestling and quickly found a winning formula.
○ He realized that a huge draw for audiences was the characters and “drama” that happened between them as much as it was about wrestling.
○ The WWE started to create large narratives that blended with popular culture and starred celebrities of the time in order to push pay-per-view specials.
As time went on, Vince started to develop the management style that would stay with him to this day.

The WWE is Vince McMahon and he is the WWE.

This would even play into his character of Mr. McMahon in the ring.

This time period would be known as the Attitude era as the WWF was battling for ratings.

Eventually won out and bought rival Wrestling group the WCW owned by Ted Turner.
WWE Network

- The newest and possibly greatest addition to the company.
- Allows for subscription users to view every past broadcast, including the pay-per-view shows.
- Lets the company keep control over their assets and spreads their income beyond cable and PPV.
- Seen as the future of the company as cable users shrink and Binge culture develops.
The Road to CEO and Beyond

- 1968 - Graduates College
- 1969 - Becomes announcer for WWWF
- 1979 - Creates Titan Sports with wife Linda
- 1982 - Buys WWF and becomes CEO
- 1984 - Signs on first Superstar Hulk Hogan
- 2001 - Purchases rival WCW
- 2011 - Creation of the WWE Network