

## DISTINGUISHED ALUMNI AWARD

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### Matt T. Higgins '98

CO-FOUNDER AND CEO, RSE VENTURES; CHAIRMAN AND CEO, OMNICHANNEL ACQUISITION CORP. EXECUTIVE FELLOW, HARVARD BUSINESS SCHOOL; AND GUEST SHARK, "SHARK TANK" SEASONS 10-11

Matt Higgins is the CEO of RSE Ventures ("RSE"), an incubator and investment firm that he co-founded in 2012 to pursue opportunities in the sports, media, entertainment, food, and technology sectors. He also serves as Chairman and CEO of Omnichannel Acquisition Corp. and is an Executive Fellow at the Harvard Business School, where he co-teaches a course on emerging consumer trends.

Mr. Higgins began his career as a journalist before becoming at 26 the youngest mayoral press secretary in New York City, where he managed the global media response to the September 11 terrorist attacks. He was appointed one of the first employees—and ultimately Chief Operating Officer—of the Lower Manhattan Development Corporation, the \$2 billion dollar government agency created to plan and oversee the rebuilding of the 16-acre World Trade Center site. Mr. Higgins helped organize the largest international design competition in history, culminating in *Reflecting Absence*, the 9/11 Memorial & Museum, and the development of One World Trade Center, the tallest building in the United States.

Transitioning to the private sector, Mr. Higgins spent 15 years affiliated with National Football League teams. He oversaw the revenue functions of the New York Jets as Executive Vice President of Business Operations; from 2012 to 2021, he served as Vice Chair of the Miami Dolphins. At RSE, Mr. Higgins has incubated numerous businesses and successfully backed many challenger brands from inception, including RESY, an OpenTable competitor acquired by American Express, and Drone Racing League, the world's premier drone racing circuit. Starting in 2016, he broadened RSE's focus to rapidly expanding food concepts including David Chang's Momofuku, Fuku, Milk Bar, & pizza, and Bluestone Lane.



Mr. Higgins has a deep lens into consumer trends through RSE's partnership with Gary Vaynerchuk in the digital-first marketing firm, VaynerMedia. Through RSE, Mr. Higgins also teamed up with Jesse Derris to launch a brand strategy and communications firm that over the years has represented leading direct-to-consumer brands such as Warby Parker, Harry's, Reformation, and Everlane. Through RSE's affiliated venture fund, Amity Supply, Mr. Higgins is an early shareholder in many disruptive brands, including Hims.

Mr. Higgins was a guest shark on ABC's hit show "Shark Tank" on seasons 10 and 11; this year, Harper Collins' William Murrow imprint will release his book, *Burn the Boats!* In 2019, he received the Ellis Island Medal of Honor for his work to improve society. He is also a longstanding board member of Autism Speaks. Mr. Higgins received his BA in political science and honorary doctorate from Queens College and his JD from Fordham Law, where he was a member of the Fordham Law Review.