

Mark Shapiro

President & CEO, Toronto Blue Jays

PRESSURE MANAGEMENT · LEADERSHIP · HIGH-PERFORMANCE TEAMS · STRATEGY & ANALYTICS · CULTURE BUILDING · CHANGE MANAGEMENT

THE PITCH

A rare sports CEO who blends high-stakes performance systems with fan-focused business transformation across a 30-year MLB career.

FULL BIO

Mark Shapiro is one of the few Major League Baseball executives that has experience in all facets of the game – baseball, business, and league operations – over the course of a career that spans more than 30 years.

Mark was appointed President & CEO of the Toronto Blue Jays in 2015, a role that oversees the organization's business and baseball operations and represents ownership at the league level. Mark is responsible for the expansion of the Blue Jays' systems and capabilities in several areas, including player development, high performance, strategy, and analytics. He has championed two significant capital projects in his tenure: upgrading the team's Spring Training home in Dunedin, FL with the Player Development Complex, an industry-leading performance facility; and the renovations to Rogers Centre, transforming the stadium to a ballpark with best-in-class fan amenities and player facilities. Under Mark's leadership, the Blue Jays have reached the postseason five times: 2016, 2020, 2022, 2023, and 2025, reaching the World Series for the first time in 32 years during the 2025 campaign.

Mark's baseball career began in 1992 in Cleveland, where he spent 24 seasons. He joined Cleveland as an assistant in baseball operations and quickly progressed into a senior leadership role as Director of Minor League Operations, before becoming Vice President of Baseball Operations & Assistant General Manager in 1999. Mark was named Executive Vice President & General Manager in 2002 and held that position until he was appointed Team President in 2011.

Following both the 2005 and 2007 seasons, Mark was named the Sporting News "Executive of the Year," and was the only active General Manager in MLB at that time to win the award twice. In 2005, he was also named "Executive of the Year" by Baseball America.

Beyond his extensive work in the front office, Mark has been involved in key baseball initiatives at Major League Baseball for more than a decade and currently sits on the league's Competition Committee. In addition, he is a member of the Board of Directors for Jays Care Foundation, the charitable arm of the Toronto Blue Jays, and a member of the Board of Directors for the Positive Coaching Alliance supporting youth in sports.

A Baltimore native, Mark played four years of football at Princeton University, where he earned a bachelor's degree in history. He lives in Toronto with his family.

CONNECT

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SIGNATURE KEYNOTES**Pressure-Proof Leadership.**

When you run a Major League franchise in a city like Toronto, there's nowhere to hide. Every decision is second-guessed. Every loss is magnified. The pressure never stops.

Mark Shapiro has spent three decades inside that world, from building rosters and developing young players to leading the Toronto Blue Jays through the relentless expectation of a championship run. Along the way he's learned what holds and what breaks when the stakes are highest.

This talk goes inside the lessons of leadership, culture, and building teams that last:

- Building Sustainable, High-Performing Teams — why leadership and culture are the foundation of everything.
- Overcoming Organizational Challenges — how to transform adversity into advantage through championship culture and best-in-class leadership.
- Creating Scalable Competitive Advantage — what it takes to build a culture that doesn't just survive pressure, but turns it into fuel for long-term success.

Mark speaks from the perspective of someone who has lived under constant public scrutiny, carried the weight of a nation's expectations, and kept moving forward. His message is clear: leadership isn't proven when things are easy, it's proven when the pressure is suffocating and the outcome is uncertain.

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STAGE

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