

Ross Greenburg

President, Ross Greenburg Productions



In 2011, Ross Greenburg created Ross Greenburg Productions after a 33 year career at HBO. He served as Senior Vice President and Executive Producer of HBO Sports from 1985-2000, and then President of HBO Sports from 2000-2011. Ross is recognized as one of the most innovative Producers and best storytellers in television history. He now brings his creativity and vision to a larger audience, and a wider variety of programming opportunities.

Greenburg has won more than 85 major television sports awards including eight Peabody Awards, 51 Sports Emmy® Awards, 21 Cable ACE awards, 12 Cine Golden Eagles Awards and five Monitor Awards from the Video Tape Production Association.

Greenburg created in 1995 “Real Sports with Bryant Gumbel,” which established itself as the leading sports journalism program on television. In December of 2005, the show was recognized with an Alfred I. duPont Award for Broadcast Journalism. It marked the first time a sports program had been presented a duPont Award.

To a large degree, Greenburg redefined and reinvigorated the genre of sports documentaries. Greenburg's unique storytelling work includes the 1991 and 1992 Emmy® and Peabody Award-winning documentaries "When It Was a Game" and "When It Was a Game II" about the Golden Age of baseball; the Emmy® Award-winning documentary “Arthur Ashe: Citizen of the World”; the acclaimed documentaries on the lives of Sonny Liston, Joe DiMaggio, Babe Ruth, Howard Cosell, Sugar Ray Robinson, Joe Louis and Magic Johnson & Larry Bird; and the groundbreaking films ” “Dare to Compete: The Struggle of Women in Sports,” “Do You Believe in Miracles: The Story of the 1980 U.S. Hockey Team,” and “Dare to Dream: The Story of the U.S. Women’s Soccer Team.” In 1999, HBO Sports was honored with a prestigious Peabody Award for its “consistently superb series of documentaries.”

Four recent baseball documentary films that Greenburg nurtured were the 2003 Emmy-winning “Curse of the Bambino;” the 2004 Emmy-winning presentation “Nine Innings From Ground Zero; the 2006 offering “Wait ‘Til Next Year: The Saga of the Chicago Cubs;” and the 2009 film on Boston Red Sox icon “Ted Williams.”

The Brooklyn Dodgers film “The Ghosts of Flatbush” was named “Outstanding Documentary’ at the 29th annual Sports Emmy Awards. The 2008 effort “Breaking The Huddle: The Integration of College Football’ earned the Sports Emmy for “Outstanding Sports Documentary” as did the 2009 presentation “Assault in the Ring” and the 2010 film “Lombardi,” extending HBO’s winning streak to four straight in the “Outstanding Sports Documentary” category.

Back in the spring of 2001, Greenburg served as executive producer for the Billy Crystal-directed baseball movie “61*,” the critically praised HBO Film that was honored in 2010 with an exhibit at the National Baseball Hall of Fame in Cooperstown, NY.

Under Greenburg’s leadership, HBO co-produced the mega pay-per-view June 2002 showdown between Lennox Lewis and Mike Tyson. In May of 2007, the highest grossing pay-per-view event in history took place on Greenburg’s watch: the superfight between Oscar de la Hoya and Floyd Mayweather that generated 2.4 million buys and \$137 million in revenue. In addition, HBO introduced the all-access reality series “De La Hoya/Mayweather 24/7.” The ‘24/7” franchises earned 14 Sports Emmy Awards in its first four years and has received national acclaim for its production values.

Determined to expand the “24/7” franchise, Greenburg engineered an agreement with Jimmie Johnson Racing, Hendrick Motorsports and NASCAR Media Group to present “24/7 Jimmie Johnson: Race to Daytona.” The four-part reality series aired in January 2010.

Greenburg then took the “24/7” franchise into the world of pro hockey, developing the series “24/7 Penguins/Capitals: Road To The NHL Winter Classic,” which debuted in December 2010.

The first-ever sports reality series was developed at HBO with Greenburg and his team joining forces with NFL FILMS to produce “Hard Knocks: Training Camp with the Baltimore Ravens” in 2001. The high-profile New York Jets were featured in the 2010 edition.

On Oct. 19, 2001, Greenburg and Billy Crystal were presented with the first ever Mickey Mantle Hero Awards by the American Cancer Society for demonstrated leadership in the fight against cancer.

In November of 2006, Greenburg received the Corporate Citizen Award from the March of Dimes association at its gala New York event.

In January of 2007, Greenburg was named as a trustee of the trailblazing Women's Sports Foundation.

The motion picture "Miracle," starring Kurt Russell as Herb Brooks was released theatrically in February, 2004. It was labeled by critics "as the first great movie of the year." Greenburg served as executive producer of the film.

Prior to joining HBO in 1978, Greenburg worked at ABC Sports in New York City. He holds a BA in political science from Brown University in Providence, RI.