

BIOGRAPHY



Paul Epstein is a former NFL, NBA, and Super Bowl chief sales officer, now two-time bestselling author and award-winning speaker named one of *SUCCESS* magazine's top thought leaders that get results—alongside Tony Robbins, Brené Brown, Gary Vaynerchuk, and Mel Robbins—and his work has been featured on ESPN, NBC, Fox Business, and in *USA Today*.

During 15 years as a leader in the professional sports industry, Paul led revenue and culture at the highest levels. He helped transform numerous NBA teams from the bottom of the league in revenue to the top two, shattered every premium sales revenue metric in Super Bowl history while in the NFL's league office, opened a billion-dollar stadium, and founded the San Francisco 49ers Talent Academy and Leadership University, earning the nickname “The Why Coach” for his ability to align people, purpose, and performance.

Today, Paul is the Founder & CEO of **WIN MONDAY™**, a leading habit-building company that drives momentum, growth, and repeatable success for championship cultures across the globe.

Offstage, he is a proud father of PJ and Lucca, married his best friend on the field of Levi's Stadium, and has a slight obsession with bacon—just don't make it too crispy.

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