



PETE GUELLI

CHIEF OPERATING OFFICER

Pete Guelli was named Chief Operating Officer of both the Buffalo Bills and Sabres on March 19, 2024.

In his role as COO, Guelli oversees the business operations of both teams.

As the Bills embark on their final season at Highmark Stadium in 2025, Guelli has spearheaded efforts to celebrate their soon to be former stadium, while leading all business-side efforts in preparation to host games and other events at the new Highmark Stadium beginning in 2026.

Guelli and his leadership team have also forged ahead with plans to strengthen the Bills fan base in Western New York, Southern Ontario in Canada and elsewhere. In 2025, the Bills officially joined the NFL's Global Markets Program and will continue with their strategies to fortify their fan base in Canada.

In 2024, Guelli also led efforts to have the Bills partner with Hallmark Media, the NFL, and Skydance Sports to produce a Bills-centric Hallmark movie entitled, "Holiday Touchdown: A Bills Love Story" that will debut in 2025.

"It was hard not to be impressed with the experience and overall business acumen of Pete Guelli," said Terry Pegula upon his hiring. "The New York market is the largest in our country and highly competitive and he did an outstanding job on all levels of their business operation."

"His work in helping turn around the Charlotte Hornets franchise in the NBA was remarkable. He is a proven leader with tremendous skills and experience in the sports business landscape. With the upcoming changes on the way in both team's venues, we are happy to have Pete to help lead our teams."

Guelli, 60, returned to Buffalo after a five-year tenure as the Chief Business Officer of the New York Giants. He joined the Giants in 2019 and was recruited to modernize the team's business model and operations.

During his tenure with the Giants, he restructured key business functions, established a business intelligence and analytics department, built out the team's digital capabilities, launched team branding initiatives, implemented a new customer service function, and extended the teams partnership with Ticketmaster.

Guelli also led efforts to sign Eli Manning to a comprehensive role within the organization. He is also currently serving on the NFL team presidents business optimization committee.

Prior to joining the Giants in 2019, Guelli served as the Chief Operating Officer of the Charlotte Hornets after originally joining the franchise as EVP, Chief Marketing and Sales officer in 2009.

In Charlotte, he led the transition of team ownership to Michael Jordan when Jordan became the first former player to become majority owner of an NBA team. He spearheaded the organizations transition from the Bobcats back to the historic Hornets brand in 2014.

He also led the efforts to secure a new television rights deal, oversaw the launch of the teams G League team, led the team's participation in the NBA Global Games in China, expanded the team's relationship with Live Nation, and managed the renovation of the Spectrum Center and directed a successful bid to host the NBA All-Star game in 2019.

Guelli also served as the President of the Hornets Foundation focused on community investment in Charlotte.

"It's a surreal moment," Guelli said upon his hiring. "I think from the minute I left, there was always a little bit of me that wanted to come back.

"You just never expect things are going to work out like this, but it's almost like a gravitational pull in some ways, when you come from the area and take a lot of pride in growing up there and representing your hometown teams."

Guelli is in his second tenure with the Bills as he served as the team's Senior Vice President of Business Ventures from 1998-2009. He was initially hired to oversee the team's expansion into the Rochester market including the movement of training camp from Fredonia College to St. John Fisher.

PERSONAL

A native of Rochester, NY, and a graduate of Aquinas High School and SUNY Brockport, he and wife, Patty, have two sons, Gunner and Grayson. He and his wife resides in Orchard Park, NY.

THE STAMPEDE

Favorite athlete growing up: Reggie Jackson

First job: Flipped burgers at McDonald's

Favorite vacation spot: St. John

Favorite golf course: Grove XXIII

Favorite class in college: Political philosophy

Favorite movie: Braveheart

First car: A used Dodge Diplomat with 120,000 miles