



BIOGRAPHY:

Short Bio

PAUL EPSTEIN is a former NFL, NBA, and Super Bowl chief sales officer, known across pro sports as a “fixer” for revenue growth and team performance. He created the San Francisco 49ers Leadership University and is now a two-time bestselling author and award-winning speaker, named one of SUCCESS magazine’s top thought leaders that get results.

Today, Paul is the Founder & CEO of WIN MONDAY®, a habit-building company that scales high-performance, momentum, and growth for business athletes and championship cultures around the world.



BIOGRAPHY:

Long Bio

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.

Paul's 15-year career in professional sports shaped him into a business athlete. He built a track record as a “fixer” for revenue growth and team performance, helping transform numerous NBA teams from the bottom of the league in sales to the top two, shattered every premium revenue metric in Super Bowl history while in the league office, opened a billion-dollar stadium, and founded the San Francisco 49ers Leadership University.

Today, Paul is the Founder & CEO of WIN MONDAY®, a habit-building company that scales high-performance, momentum, and growth for business athletes and championship cultures. The official WIN MONDAY® playbook, proven across 50+ industries, releases January 2027.

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