

TALENT RESOURCES

tm:rw X Shaq

**tm:rw Announces Shaquille O'Neal as
Investor, Partner, and Global Ambassador**

tm:rw

CASE STUDY



Overview



OVERVIEW

Talent Resources identified, secured, and negotiated a partnership between tm:rw and Shaquille O'Neal, helping establish the company's ambassador and investor strategy.

Working closely with tm:rw leadership, Talent Resources led the talent procurement process that resulted in Shaquille O'Neal joining the company as an Investor, Equity Partner, and Global Ambassador. Beyond a traditional endorsement relationship, Talent Resources helped structure a long-term partnership that aligned Shaq's personal passion for innovation, entrepreneurship, and disruptive consumer brands with tm:rw's vision for the future of retail.

As a result of Talent Resources' efforts, Shaquille O'Neal made a significant commitment to the brand, publicly aligning himself with tm:rw not only as the face of the company, but as an active stakeholder and believer in its long-term growth potential.

Following the announcement, Talent Resources developed and executed a comprehensive communications strategy to maximize awareness surrounding the partnership. Shaquille O'Neal participated in exclusive interviews with Bloomberg, Yahoo! Finance, New York Post, WWD, Access Hollywood, Entrepreneur, New York Business Journal, Fox 5 New York, and numerous additional outlets.

RESULTS

The partnership elevated tm:rw's visibility among consumers, investors, and industry stakeholders while generating significant earned media coverage.

Talent Resources secured a potential audience reach of 533,863,787 media impressions, generating \$4,938,239 in earned media value, while also delivering more than 19,501,900 social media impressions across earned, owned, and influencer channels.

The partnership positioned tm:rw as a category-defining innovation retailer while establishing Shaquille O'Neal as both a public ambassador and invested partner in the company's future success.

Media Exclusives



MEDIA EXCLUSIVES

Bloomberg



Shaquille O'Neal on Investing in tm:rw, New Partnerships

19,434,866 UVPM
\$179,773 EMV

Bloomberg
Markets
The Close



19,434,866 UVPM
\$179,773 EMV

yahoo!finance

Shaquille O'Neal talks tm:rw investment: 'This is Sharper Image on Mars'



SHAQ'S LATEST SLAM DUNK VENTURE

Shaq says he has found his next slam-dunk investment.

And for him, it all boils down to investing in what he loves.

"A friend of mine introduced me to this brand [tm:rw] because everyone knows I love innovation in technology. I'm a geek, America, and proud to say it. So when I came here, I fell in love with the store," Shaquille O'Neal told Yahoo Finance (video above).

44,396,985 UVPM
\$410,672 EMV

WWD
WOMEN'S WEAR DAILY

Shaquille O'Neal on His Latest Deal, Authentic Brands and Innovation

The basketball legend invests in and has become the brand ambassador for Tm:rw, a relatively unknown retailer of innovative, futuristic products.



Shaquille O'Neal has a new favorite store, but he regards it as much more than just another retail format.

"It's not a store. It's an experience — and that's what I love about this partnership," said O'Neal, disclosing that he's become an investor in and brand ambassador for Tm:rw, a store in Manhattan's Times Square selling innovative, futuristic gadgets; games; toys; robotics, and smart products for the home. The 7-foot, 1-inch O'Neal played for seven NBA teams and was among the most dominant basketball centers ever.

5,139,710 UVPM
\$47,542 EMV

MEDIA EXCLUSIVES



80,031 UVPM



678,574 UVPM
\$6,276 EMV



Why 'geek' Shaquille O'Neal is investing in high-tech retailer Tm:rw

NBA legend and self-declared "geek" Shaquille O'Neal made an unexpected appearance at Tm:rw's Midtown storefront last week, sipping coffee served by a robot barista.

What got him there was an unusual friendship.

Before a high school state championship basketball game in the 1980s, O'Neal needed academic help – so he branched out his social circle.

"A geek saved my life in high school," O'Neal told the New York Business Journal. "We became friends. We still remain in contact to this day."

O'Neal's friend helped him study and showed him how to use a computer. This left a lasting impression on him and kickstarted his passion for tech.



NBA legend Shaquille O'Neal has invested in technology retailer Tm:rw. Here, he waits for a cup of coffee served by a robot barista.

TM:RW

6,053,869 UVPM
\$55,998 EMV

Entrepreneur.

They Built a Store for the Future of Retail and Found a Partner in Their Biggest Customer, Shaq: ‘I Spent \$10,000 the First Time I Walked in.’

Shaquille O’Neal breaks down his big love for innovative retailer tm:rw.



The Times Square flagship store location of [tm:rw](#) feels different than the traditional retail experience. Instead of glass cases and “do not touch” signs, there are F1 simulators you can drive, robots you can interact with, and a hologram spanning two floors with a rotating display that periodically features a giant (even more so) version of [Shaquille O’Neal](#).

The 120-plus brands featured there were chosen for their experiential nature. That’s what co-founders Nathalie Bernce, CEO, and Jacov Nachtailer, COO, envisioned when they founded tm:rw and that’s the reason Shaq joined as an investor, partner, and global ambassador.

“When I saw what tm:rw was building, I knew I wanted in,” he said. “This isn’t just about tech, tm:rw is building something completely different. It is not just a store, it is an experience.”

312,446 UVPM
\$2,890 EMV

NEW YORK POST

Shaq avoids texting NBA players ‘because they’re a-holes’

Even when Shaq comes to Times Square to visit the [tech superstore tm:rw](#), which he joined as an investor and partner, he keeps it low key.



“When I was playing against the Knicks, they were not nice, but that’s just part of the business. I don’t take anything personal,” Shaq said about his fans in New York.

tm:rw

52,198,474 UVPM
\$482,836 EMV



The multimillionaire just invested in the tech superstore tm:rw. “When it comes to investing, I don’t invest for monetary purposes. I try to invest in things that I believe in and things that are going to change people’s lives,” he said.

tm:rw

Additional Media Highlights

ADDITIONAL MEDIA HIGHLIGHTS

PR Newswire

tm:rw Announces Shaquille O'Neal as Investor, Partner, and Global Ambassador



NEW YORK, April 10, 2026 /PRNewswire/ -- [tm:rw](#), the home of innovation, today announced a landmark partnership with [Shaquille O'Neal](#), who joins the company as an investor, partner, and global ambassador.

The partnership marks a defining moment for tm:rw as it continues to build a new retail category, bringing together technology, entertainment, and culture into a single, unified platform. Shaquille O'Neal is one of the most influential figures in the world, with a global presence spanning sports, business, media, philanthropy, and culture. His investment and active involvement reflect a shared vision to redefine how people discover, experience, and engage with innovation.



fully immersive environment — from Formula 1 driving simulators and advanced robotics to AI-powered holograms and next-generation technologies, the space is designed to inspire discovery and interaction. Visitors are encouraged to explore, test, and engage with new technologies in ways that go beyond traditional retail.



"I've always believed in being early on ideas that can really change how people live and experience the world. When I saw what tm:rw was building, I knew I wanted in," said Shaquille O'Neal. "This isn't just about tech, tm:rw is building something completely different. It is not just a store, it is an experience, and I believe tm:rw will become the destination for innovation around the world."

3,277,579 UVPM
\$30,318 EMV

MORNINGSTAR

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4,095,625 UVPM
\$37,885 EMV

BENZINGA

tm:rw Announces Shaquille O'Neal as Investor, Partner, and Global Ambassador

Shaquille O'Neal Backs tm:rw as the Global Home of Innovation

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Since launching in July 2025, tm:rw has rapidly emerged as a category-defining platform. Housed in the heart of Times Square, New York City, the flagship brings together over 120 of the world's most innovative brands inside a fully immersive environment — from Formula 1 driving simulators and advanced robotics to AI-powered holograms and next-generation technologies, the space is designed to inspire discovery and interaction. Visitors are encouraged to explore, test, and engage with new technologies in ways that go beyond traditional retail.

"I've always believed in being early on ideas that can really change how people live and experience the world. When I saw what tm:rw was building, I knew I wanted in," said Shaquille O'Neal. "This isn't just about tech, tm:rw is building something completely different. It is not just a store, it is an experience, and I believe tm:rw will become the destination for innovation around the world."

"tm:rw was built to bring life and excitement to what the world is creating," said Nathalie Bernce, tm:rw co-founder and CEO. "From our first meeting with Shaquille in our Times Square store, it was clear we share a strong passion for innovation, building a future where technology and culture unite to inspire audiences worldwide. His involvement accelerates our mission to become the global home of innovation."

As part of the partnership, Shaquille O'Neal will actively shape tm:rw's future, supporting global expansion, brand strategy, and impactful media and live experiences.

The announcement was made at a flagship event in New York, featuring immersive installations, including advanced robotics and the world's largest holographic retail experience. It will continue sparking excitement for future global launches.

1,987,964 UVPM
\$18,389 EMV

ADDITIONAL MEDIA HIGHLIGHTS



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1,057,229 UVPM
\$9,779 EMV



Bloomberg

Shaquille O'Neal on Investing in tm:rw, New Partnerships



44,396,985 UVPM
\$410,672 EMV



Shaquille O'Neal Celebrates tm:rw Partnership at Flagship Times Square Event.

2,466,847 UVPM
\$22,818 EMV



B Bloomberg + Follow
Shaquille O'Neal on investing in TM:RW, new partnerships
15-Time NBA All-Star Shaquille O'Neal & TM:RW Founder and CEO Nathalie Bernce discuss inovation, 'Dunkman,' and why newness is everything. They joined Romaine Bostick and Katie Greifeld on "The Close." See less

85,694,671 UVPM
\$792,676 EMV



Shaquille O'Neal talks tm:rw investment: 'This is Sharper Image on Mars'



OPENING BID
SHAQ'S LATEST SLAM DUNK VENTURE
NBA legend is investing in tm:rw, a unique retail experience
See more @finance.yahoo.com

NBA Hall of Famer Shaquille O'Neal doesn't just know ball, he is also an active investor that seeks long-term opportunities from brands and services he personally uses.

Immersive technology and high-end retail outlet tm:rw named O'Neal as their latest investor, partner, and global ambassador earlier this week.

30,808,828 UVPM
\$284,982 EMV

ADDITIONAL MEDIA HIGHLIGHTS



PEOPLE AND POP CULTURE

Names in the News

Basketball HOFer **SHAQUILLE O'NEAL** become an investor in and brand ambassador for Tm:rw, a store in Manhattan's Times Square. He would not say the size of his investment in Tm:rw, other than indicating that it is a "minority stake." The deal was concluded in late March. O'Neal confirmed that he is the second-largest individual shareholder in Authentic Brands Group, the huge brand management firm. His partnership with Tm:rw was brought together by **MIKE HELLER** of Talent Resources in collaboration with Authentic. Authentic Brands signed off on O'Neal's involvement with Tm:rw, and has also invested in Tm:rw (*WOMEN'S WEAR DAILY*, 4/10).

3,277,579 UVPM
\$30,318 EMV

YARDBARKER

B

earlier

Shaquille O'Neal on Investing in tm:rw, New Partnerships

Bloomberg Television



Shaquille O'Neal's Latest Business Move in Times Square

Tm:rw announced that Shaq would serve as an investor, partner, and global ambassador. The 22,000-square-foot space blends AI, robotics, and immersive tech into one experience. He even called it more than retail. The wild part was that he first walked in as a customer, stayed four hours, and then asked to join the team.

But before locking it in, he made one call to his mom. That's the why behind it all.

"This is not really for monetary gains... to give her the life she deserves."

1,801,397 UVPM
\$16,663 EMV

Parade

Shaquille O'Neal Called His Mom Before Making This Major Business Move

The NBA legend just invested in a massive tech store in Times Square — and revealed the real reason he does any of it.

Shaquille O'Neal is a four-time NBA champion, a father of six, and a self-described "geek of America." He's also, as of last week, part-owner of a three-story tech playground in the middle of Times Square.

On Friday, April 10, tm:rw announced that the Hall of Famer has joined the company as an investor, partner, and global ambassador. The roughly 22,000-square-foot space, which opened in July 2025, houses over 120 brands inside a fully immersive environment featuring everything from Formula 1 driving simulators and advanced robotics to AI-powered holograms. According to a press release, O'Neal will actively shape the company's future, supporting global expansion, brand strategy, and live experiences.

The 54-year-old revealed during a sit-down with Bloomberg Television that the whole thing started by accident. He walked into the store as a customer, spent four hours browsing robots, holograms, and smart glasses, and eventually bumped into CEO **Nathalie Bernce** without realizing who she was. By the time he left, he had asked to become a partner.

25,281,718 UVPM
\$233,856 EMV



Shaquille O'Neal Joins the Innovation Retail Platform tm:rw



tm:rw's flagship store houses more than 120 brands in a fully immersive setting featuring Formula 1 simulators, robotics, AI-powered holograms and next-gen consumer technology. The space is designed for hands-on discovery rather than traditional retail browsing, which consumers are used to.

As experiential retail competes with e-commerce for consumer attention, tm:rw signals how culture-first celebrity partnerships can accelerate a new retail concept's global credibility and exposure.

640,991 UVPM
\$5,929 EMV

Social Media Highlights



TR

SOCIAL MEDIA HIGHLIGHTS

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NBA Hall of Famer Shaquille O'Neal has invested in tm:rw, an innovation retail hub.

He joins CEO Nathalie Bernce to discuss the partnership and his interest in technology bloom.bg/4dXaQUj

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NBA Hall of Famer Shaquille O'Neal has invested in tm:rw, an innovation retail hub. He joins CEO Nathalie Bernce to discuss the partnership and his interest in technology.

Read more via our link in bio.

SOCIAL MEDIA HIGHLIGHTS



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Shaquille O'Neal debuted his AI-powered avatar/hologram and the Adam coffee robot with a dedicated ordering window at [@see.you.tmrw](https://see.you.tmrw) in [@timessquarenyc](https://timessquarenyc)! He announced his role as investor, partner, and global ambassador of tm:rw, a new innovation-driven retail concept opening in the heart of Times Square.

#shaq #shaquilleoneal #tmrw
#timessquare #nyc

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David Westin talks to the top names in finance. Link in bio.

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He joins CEO Nathalie Bernce to discuss the partnership and his interest in technology bloom.bg/4dXaQUj



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entrepreneur  The Times Square flagship store location of [@see.you.tmrw](https://see.you.tmrw) feels different than the traditional retail experience.

Investor, partner, and global ambassador [@shaq](https://see.you.tmrw) told us what to look for and why tm:rw might be the future of retail.

