The man whose life is an event.

Manager. Merchandiser. Advisor to the renowned. Mark McCormack is as celebrated as the notables he represents. As a lawyer, author and competition golfer, he brings a broad spectrum of skills to his success.

Mr. McCormack studied law at Yale, taught it to the military and later joined the law firm of which he is still a partner.

As a golfer, he qualified for several U.S. and British Amateurs and one U.S. Open.

His business evolved from this rare combination of talents. Golfing led him to his first client, Arnold Palmer. His legal training established their professional relationship.

Two decades later, International Management Group, founded and directed by Mark Hume McCormack, is the largest organization of its kind in the world. And its services are as multi-faceted as its founder, ranging from sports marketing to television production, celebrity representation to money management.

Necessarily, Mr. McCormack’s lifestyle is jet-paced. He shuttles between 15 offices as far-flung as Rio and Hong Kong. And 5 homes as widespread as New York and London.

As a man of accomplishment, Mark McCormack is well-matched with his Rolex. As a man in near-perpetual motion, he is well-served by its reliability.

President, Day-Date are trademarks.