



**MAY 21-22, 2024**  
**NEW YORK CITY**

**JOB TITLE**

**COMPANY**

Founder	10 LOC
Vice President, Marketing	23XI Racing
Founder	98Republic
Director of Brand Experience	AARP
Commissioner	ACC
Senior Executive Producer	Action Network
Senior Manager, Sports	adidas
Vice President	Adobe
Vice President, Marketing	Aescape
Sports Agent	Agent HAQ
Director, Digital Content Acquisition	Amazon
President and Chief Executive Officer	Arizona Coyotes
Chief Commercial Officer	AS Roma
Senior Vice President, Commercial Partnerships	ASM Global
PR and Founder	Atlas Coaching and Relativity Ventures
Collaborations and Partnerships Manager	Banana Republic
Director, Strategic Partnerships	Bet Fanatics
Chief Executive Officer	Better Collective US
Chief Financial Officer	Big Ten Conference
Founder	Blueprintx
Vice President, Content	Boardroom
Chief Executive Officer	Boston Consulting Group
Director, Marketing	Boston Red Sox
Chief Executive Officer	Brand Advance Limited
Investment Manager	British Consulate New York
NBA player	Brooklyn Nets
Senior Director, Global Partnerships	BSE Global
Chief Executive Officer and Founder	C Sports
Executive, Global Brand Partnerships	CAA Sports
First Vice President	CBRE
Director, Research	CBS Sports
Chief Marketing Officer	Charlotte Hornets
Chief Marketing Officer	Charlotte's Web
Vice President, Marketing	Chicago Bulls
Director of Digital Content	Chicago White Sox
Senior Director, Partnerships	Churchill Downs Racetrack



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Manager	Ciclista Lima F.C.
Senior Brand Advisor, Sponsorships and Events	Cigna
Chief Partnership Officer	Cincinnati Bengals
Vice President, Global Sports Sponsorship	Citi
Head of Ventures	City Football Group
Sales and Marketing Director	Club Tijuana Xolitzcuinrles De Caliente
Senior Vice President	Cogent Marketing
Vice President, Brand Partnerships	Comcast
Staff Writer	Complex
Chief Commercial Officer	Concacaf
Senior Director, Lifestyle and Experiential Marketing	Constellation Brands
Chief Revenue Officer	Credenza
Director, Brand and Integrated Marketing	Credit Karma
Creative Strategy Director	CSM
Chief Operating Officer	Dallas Mavericks
Chief Executive Officer, North America	DAZN
Chief Strategy Officer	DC United
Head of Americas	Deltatre
President	Denver Broncos
Head of Creative/Media/Sport, Silicon Valley and Pacific Northwest	Department of International Trade
Director, Sport	Diageo
Head of Talent & Social, North America	Digital Sports Mgmt
Account Director	Dimensional Innovations
Vice President, Business Strategy	Disney
President	Disney Advertising
Executive Director	DKC Sports
Head of Brand Partnerships	Draft Kings
Founder and Chief Executive Officer	Echo Society
Global Partnerships Manager	EFG
Head of Brand Marketing	Eintracht Frankfurt
Chief Client Officer	Elevate
President, Programming and Original Content	ESPN
Vice President, Strategy	Excel Sports Management
Managing Director	Executives In Sport Group
Co-Founder/Chief Gaming Officer	Fan Controlled Sports and Entertainment
Senior Vice President, Music and Entertainment	Fanatics



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Director, Partnership Activation	FC Cincinnati
Executive Director	FC Harlem
Vice President, Partnerships	Firmly
President and Executive Producer	Fiur Productions
Partnership Development	Formula 1 Las Vegas Grand Prix
Chief Executive Officer	Freeman Sports and Entertainment
Chief Executive Officer	Fuse Technologies
Owner/Operator	Fyrefest
Director, Business Development	Getty Images
Co-Founder, Business Development	GigLabs
Founder and Chief Nut	Gingernut Thinking
Shopper Marketing Manager	Glanbia Performance Nutrition
Chief Executive Officer	GMR Marketing
Chief Legal Officer	Golden State Warriors
Managing Director	Goldman Sachs and Former NFL Player
Director, Partnerships	Google
Director, Retail Marketing	Green Bay Packers
Chief Marketing Officer	Harlem Jets
Director, Strategic Partnerships and Creative	Horizon Therapeutics
Vice Chairman	Hull City FC
Head of Global Digital Partnerships and Innovation	International Olympic Committee
Vice President, Marketing	International Tennis Hall of Fame
Chief Business and Development Officer	Italian Football Association
Managing Director, Sports and Entertainment Marketing	J.P. Morgan
Head of Partnerships and Sponsorship	JD Sports
Senior Partnerships Manager, US	Kindred Group (Unibet)
Brand Strategy and Partnerships Coordinator	LA Rams
Chief Marketing Officer	LA28
Director, Strategic Partnerships and Consumer Marketing	Labcorp
Chief Executive Officer	LaLiga North America
Chief Executive Officer	Laureus Sport for Good
Senior Vice President, National Sales	Learfield
Managing Director, USA	Lega Serie A
Director, Global Partnerships	Legends
President, National and Festival Sales	Live Nation



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Chief Executive Officer, Licensed Sports Agent	LivOn Global Sports Management
Founder and Chief Executive Officer	Longball Capital
Senior Director	Los Angeles Football Club (LAFC)
Director, Public Relations and Executive Communications	LPGA
Director	Madison Square Garden Sports
Executive Vice President	Magrino
Director	Major League Baseball
Senior Vice President, Digital and Media	Major League Soccer
President	MandC Saatchi
Founder/Chief Executive Officer	Mantis XR
Sponsorship Manager	Mastercard
Vice President, Marketing	Memphis Grizzlies
Digital Marketing Manager	Meta
Manager, Strategy and Development	MGM Resorts International
President	Milwaukee Bucks
Vice President Strategy	MLS
Senior Vice President	MMC
Vice President, Marketing and Brand Communications	Montreal Canadiens
Founder	Moolah Kicks
Vice President, Global Partnerships	MSG Sports
Founding Partner	Muse Capital and Muse Sport
Managing Director, Direct to Consumer	NASCAR
Creative Director	National Basketball Association
Vice President, Global Partnerships	NBA
Senior Vice President, Trade Marketing	NBC Universal
Chief Executive Officer	NBTV
Chief Marketing Officer	New Balance
Senior Vice President, Brand	New Era
Director, Operations	New Jersey Alliance FC
Chief Executive Officer	New York City FC
Director	New York Football Giants
Vice President, Business Development and Ventures	New York Jets
Senior Director, Social Media	New York Mets
Director, Business Development and Partnership Sales	New York Road Runners
Senior Vice President and Chief Legal Officer	New York Yankees



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Director, Business Development	NFL
Chief Operating Officer	NFLPA
Senior Director	NHL
Managing Director	Nielsen Sports
Director, North America Athlete Marketing	Nike
Co-Founder	NOBULL
Partner	Nolan Partners
Executive Vice President, Head of Sports	NRG
Chief Revenue Officer	NWSL
Vice President	Octagon
General Manager	Olympique Marseille
Chief Client Officer	Omnicom Media Group
Senior Account Executive, Brand Partnerships	Opendorse
Senior Director, Brand Alliances	Orlando City SC
Chief Sales Officer	Orlando Magic
President	Overtime
Chief Executive Officer and Founder	Party Shack™
Senior Manager, Sports Marketing - NBA and WNBA Lead	PepsiCo
Vice President, Marketing	Pernod Ricard
President	PGA of America
Vice President, Product Development, PGA TOUR Digital	PGA Tour
Senior Director, Global Partnerships	Philadelphia 76ers
Senior Vice President, Marketing and Media	Philadelphia Eagles
Manager of Digital	Pittsburgh Penguins
Co-Founder	Premier Lacrosse League
Director, Public Relations	Prime Video
Director	Proximo
Director, Sponsorships and Activations	Prudential
Director, Sports and Entertainment Partnerships	Rakuten
Recording Artist and Philanthropist	Recording Artist & Philanthropist
Chief Executive Officer	Regal Sporting Group
Senior Director	rEvolution
Business Developer	RFLX-TO
Head of Sports Partnerships	Roblox



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Chief Operating Officer and Head of Strategy / Business Development	Roc Nation
Business Development Manager	Ross Production Services
Head of US Marketing	SailGP
Chief Operating Officer	San Antonio Spurs
Senior Vice President, Corporate Partnerships	San Diego Padres
Manager, Business Strategy	San Francisco 49ers
Chief Marketing Officer	San Jose Sharks
Head of Sports Technology Business	SBJ
Vice President	SDI Sports
Senior Vice President, Corporate Partnerships	Seattle Mariners
Principal	Sherry Cask Media
Chief Executive Officer	Shockoe
Founder	Sideline Group
Head of Partnerships and Marketing	Sisu Sports Management
President	Skydance Sports
International Sports Partnerships	Snap Inc.
Co-Founder	Sneaker Sisterhood
Chief Executive Officer	SPAT Media
Chief Executive Officer	SportingHood, Inc.
Chief Executive Officer and Co-Founder	Sports Innovation Lab
Senior Vice President, Brand Engagement	Spurs Sports and Entertainment
Senior Vice President	SSRS/Luker Sports Poll
Chief Executive Officer	Stadium Live Studios
Chief Commercial Officer	Staylive AB
Managing Director	Story10   SNTV
Chief Innovation Officer	TBWA/Chiat/Day
Senior Vice President, Head of Partnership Management and Activation	Team USA 2028
Branding Advisor	The Cigna corporation
Partnerships Manager	The Drone Racing League
Senior Director, Brand Partnerships	The GIST
Executive Vice President, Integrated Brand Services	The Magrino Agency
Co-Founder and Head of Growth	The Venn Collective
Chairman, ESPN and Sports Content	The Walt Disney Company
Senior Vice President, Partnerships and Purpose	THINK450, Partnership & Innovation Engine of the NBPA





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Co-Founder	Thirty Five Ventures
Chief Operating Officer	Ticketmaster
Senior Partnerships Manager	TickPick
Global Head of Sports and Gaming	TikTok
Chief Business Officer	Trackhouse Racing
Head of Athlete Partnerships	Twitter
Two-Time Super Bowl Champion	Two-Time Super Bowl Champion
Commercial Partnerships	U.S. Olympic & Paralympic Properties / LA28
Chief Marketing Officer	U.S. Ski and Snowboard
Head of Brand Activation and Sponsorship	UBS
Vice President, Event Marketing and Ticketing	UFC
Managing Director and Co-Founder	Underdog Venture Team
Founder and Creative Director	Unfinished Legacy
Chief Commercial Officer	United Soccer Leagues
Chief Commercial Officer	United States Tennis Association
Senior Vice President, Miami Hurricanes Partnerships	University of Miami/Legends
Chief Executive Officer	US Ski and Snowboard
President and Chief Executive Officer	US Soccer Foundation
BTS DAD	US Womens Amputee Soccer
President and Chief Executive Officer	USA Gymnastics
Managing Director, Corporate Partnerships	USTA
Managing Director	Veritone, Inc.
Founder and Chief Executive Officer	Vitality Versatility
Director, New Business & Ventures	Warner Music Group
Vice President, Brands	Wasserman
Co-Founder	Water Mill Works
Chief Executive Officer	Wave Sports + Entertainment
Vice President, Ad Sales Marketing	WBD Sports
Chief Executive Officer and Founder	Wheelhouse Entertainment and Kimmelot
Co-Head	WME Sports
Chair	Women In Sports and Events
President	World Freestyle Football Association