

2024 CONFIRMED AUDIENCE SNAPSHOT

JOB TITLE

ORGANISATION

MARKETING AND CREATIVE	
Associate Director of Experiential Marketing	Verizon
Athlete Marketing	Roc Nation
Brand Experience Manager	Sage
Chief Content Officer	SailGP
Chief Creative Officer	Miami Heat
Chief Growth Officer	WNBA
Chief Marketing and Content Officer	World Rugby
Chief Marketing Officer	Brutus Bone Broth
Chief Marketing Officer	Dallas Mavericks
Chief Marketing Officer	MassMutual
Chief Marketing Officer	Milwaukee Bucks
Chief Marketing Officer	National Basketball Association
Chief Marketing Officer	NHL
Chief Marketing Officer	NJ Devils & Prudential Center
Chief Marketing Officer	PBA & Bowlero Corp
Chief Marketing Officer	Rhode Island FC
Chief Marketing Officer	The Jockey Club
Chief Marketing Officer	United States Tennis Association
Chief Marketing Officer	US Ski & Snowboard
Chief Marketing Officer	WNBA
Chief Marketing Officer	United Soccer League
Chief of Brand and Fan Engagement	United States Olympic & Paralympic Committee
Communications Manager	WWE
Coordinator, Corporate Communications	NHL
Creative Director	WNBA
Director, Experiential Marketing	Pernod-Ricard
Director, International Marketing and Innovation	BSE Global
Director, Marketing	Cruz Blanca
Director, Marketing	Detroit Tigers
Director, North America Athlete Marketing	Nike Inc.
Director, Sports Marketing	NOBULL
Festivals, Awards and Sponsorships	ESPN Films
Founder and Chief Creative Officer	Amino Acid Sports
Global Consumer Marketing Manager	Mastercard
Global Marketing Director, Smirnoff	Diageo

HEADLINE PARTNERS:



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Global Marketing Manager, Collaborations and Activations	New Balance
Global Senior Vice President, Marketing	Red Bull
Global Sports Marketing Director, Global Football	New Balance
Head of Brand, Jameson	Pernod Ricard
Head of Content Acquisition	Diamond Sports Group
Head of Digital Content	Bally Sports
Head of Global Sport Marketing, Basketball	New Balance
Head of Marketing and Brand Strategy	Verizon
Head of Marketing and Communications	Pinpoint
Head of Studio	Nike
Host/Reporter	LPGA Tour
Lead Global Brand Manager, Strategy	EA Sports
Manager, International Marketing & Innovation	BSE Global
Managing Director, Sports and Entertainment Marketing	J.P. Morgan
Managing Partner, Media, Entertainment and Sports	Diversified Search Group
Marketing Director	Cadbury
Marketing Instructor	Schulich School of Business-York University
Marketing Manager	Aescape
Marketing Manager	Orlando Pride Soccer
Marketing Manager	FanDuel
Marketing Manager, League and Team Partnerships	FanDuel
Marketing Manager, Teams and Leagues	FanDuel
North America Brand Marketing Head	adidas
Partnership Marketing	National Football League
Partnership Marketing Manager	Minnesota Timberwolves & Lynx
Senior Director, Brand and Creative	U.S. Soccer
Senior Director, Digital and Content	U.S. Soccer
Senior Director, Marketing	U.S. Soccer
Senior Director, Strategic Brand Communications	Pernod-Ricard
Senior Manager, Athlete Marketing	LIFT SPORTS Management
Senior Manager, Entertainment and Creative Content	NHL
Senior Manager, Experiential	Verizon
Senior Manager, Performance Marketing	Carolina Panthers
Senior Marketing and Communications Manager	PixMob
Senior Vice President, Global Communications	Wasserman

HEADLINE PARTNERS:



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Senior Vice President, Head Local Regional Advertising	Atmosphere
Senior Vice President, Marketing, Brand and Community	LAFC
TA Director - Converse, Jordan and North America	Nike Inc.
Vice President of Marketing	Dallas Mavericks
Vice President, Brand Marketing	EA Sports
Vice President, Corp Comms	NHL
Vice President, Event Marketing and Ticketing	UFC
Vice President, Group Creative Director	Prudential Financial
Vice President, Marketing	Chicago Blackhawks
Vice President, Marketing	Quint
Vice President, Media	PBA & Bowlero Corp
Vice President, Social Marketing Strategy	Sinclair / Tennis Channel

STRATEGY

Chairman of the Board	Bundesliga International (Americas)
Chief Executive Officer	AMA Pro Racing
Chief Executive Officer	Harlem Jets
Chief Executive Officer	New York City FC
Chief Executive Officer	Playmaker HQ
Chief Executive Officer	Pro Volleyball Federation
Chief Executive Officer	The Wallet Group
Chief Executive Officer	USA Fencing
Chief Executive Officer	USA Track & Field
Chief Executive Officer	USTA Foundation
Chief Executive Officer	Vipers Pro Basketball
Chief Executive Officer	Sunset + Vine Productions
Chief Executive Officer	Geelong Football Club
Chief Executive Officer	Relo Metrics
Chief Executive Officer	Rival
Chief Executive Officer	Cogent World LLC
Chief Executive Officer and Chairman of the Board	Boardswell
Chief Executive Officer and Founder	Gold Rabbit Sports and Entertainment
Chief Executive Officer, North America	DAZN
Chief Sporting Director	NWSL
Chief Strategy Officer	Chicago Cubs
Co-Founder	Happy Fan
Co-Founder and Chief Executive Officer	FanCompass

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Co-Founder and Head of Growth	The Venn Collective
Co-President	Mirego
Director, Clio Sports	The Clio Awards
Executive Vice President	Cogent
Executive Vice President	Magrino Agency
Founder and Chief Executive Officer	4D Sight
Founder and Chief Executive Officer	Freeman Sports Entertainment
International Research Director	Glance
Manager, Awards and Conferences	Wasserman
Managing Director	Diversified Search Group
Managing Director, US	The Premier League
President	Gotham FC
President	New Jersey Devils
President	TGI Sport
President & Chief Executive Officer, USA	Lega Serie A USA
President and Chief Executive Officer	MSM
President and Chief Executive Officer	US Ski & Snowboard
President and Chief Executive Officer	USA Gymnastics
President and Chief Strategy Officer	FanCompass
President, North America	M&C Saatchi
President, North America	M&C Saatchi
Vice President	Adobe
Vice President	SDIsports
Vice President and Coordinating Director	NHL
Vice President, Business Strategy and Analytics	San Francisco 49ers
Vice President, Customer Experience	Mirego
Vice President, Head of US Operations	Group 1
Vice President, Programming	NHL
Vice President, Strategic Alliances	RISE
Vice President, Strategy	New York Giants
Women's Sports Lead	MATTA

HEADLINE PARTNERS:



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COMMERCIAL AND PARTNERSHIPS	
Analyst, Business Development	Harbour View Equity
Chief Commercial Officer	CONCACAF
Chief Commercial Officer	England & Wales Cricket Board
Chief Commercial Officer	Tampa Bay Buccaneers
Chief Commercial Officer	USTA
Chief Commercial Officer	United States Tennis Association
Commercial Director	Fulham Football Club
Commercial Director	Liverpool FC
Commercial Director	NFL
Commercial Manager	Prema Racing
Corporate Partnerships Activation Manager	Dallas Mavericks
Director of Commercial Products and Sales Enablement	Sports Business Journal
Director of Partnerships	Aescape
Director, Business Development	Sightline Commercial Solutions
Director, Global Sponsorships	Mastercard
Director, North America Sport Sponsorships	Sage
Director, Sponsorship Activation	Major League Baseball Players Association
Director, Sponsorships and Activations	Prudential Financial
Director, Sports Partnership Development	NBC Universal
Executive Director of Engagement and Business Growth	RFU
Fan Engagement Specialist	Monterosa
Global Commercial Director	SailGP
Global Partnerships Account Manager	Spurs Sports & Entertainment
Global Sponsorship Director	Carlsberg
Global Sponsorship Manager	Mastercard
Head of Business Development, North America	ZATAP
Head of Business Development, North America	ZATAP
Head of Commercial	Burnley Football Club
Head of Partnerships	Hydro Flask
Head of Partnerships and Sponsorship	JD Sports
Head of Sponsorships	Toyota
Manager, Brand Partnerships	Opendorse
Manager, Corporate Partnerships	New York Football Giants
Manager, Sports Partnerships	Liquid Death
Manager, Ticket Sales	New York Giants

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Partnership Activation Account Sr. Coord	Spurs Sports & Entertainment
Principal, Sports Partnerships	Amazon
Regional Sales Director	Atmosphere
Senior Account Executive	Chartbeat
Senior Director, Brand Partnerships	Comcast
Senior Director, Business Development	Rakuten
Senior Director, Content Development and Strategy	ESPN Films
Senior Director, Corporate and Sports Alliances	American Cancer Society
Senior Director, Corporate Partnerships	International Tennis Hall of Fame
Senior Director, NFL Media BD Partnership	National Football League
Senior Manager, Media Partnerships	United States Soccer Federation
Senior Sponsorship and Experiential Manager	Verizon Wireless
Senior Vice President Fan Experience & Live Production	Charlotte Hornets
Senior Vice President, Commercial	New York Giants
Senior Vice President, Commercial Partnerships	ASM Global
Senior Vice President, Head of Commercial Development and Media	National Basketball Association
Senior Vice President, Product	Rival
Senior Vice President, Sales	Magnifi
Senior Vice President, Sports, Entertainment and Partnerships	Rakuten
Senior Vice President, Strategic Partnerships	Opendorse
Senior Vice President, Strategic Partnerships and Innovation	Live Nation
Vice President Business Development	New York Jets
Vice President, Brand Partnerships	International Cricket Council
Vice President, Business Development	Contemporary Productions
Vice President, Business Development	Kollex
Vice President, Consumer Products	U.S. Soccer
Vice President, Global Sports Sponsorship	Citi
Vice President, Head of Business Development	National Basketball Association
Vice President, Local Regional Ad Sales	Atmosphere
Vice President, Partner Management and Sponsorships	NY Jets
Vice President, Partnership Strategy	BSE Global/Brooklyn Nets
Vice President, Partnerships	The Wallet Group
Vice President, Partnerships	Liquid Death Mountain Water
Vice President, Partnerships	City Football Group
Vice President, Sales	Chartbeat

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CULTURE	
Chief Diversity and Inclusion Officer	USTA
Chief Mission Officer	Learn Fresh
Chief of Culture and Inclusion	Baltimore Ravens
Chief of Staff	OpenSponsorship
Chief of Staff, Athletics	Vanderbilt University
Chief of Staff, Special Advisor to the President	Baltimore Ravens
Chief People and Culture Officer	NWSL
Director, Special Projects and Collaborations	KITH
Head of Cultural Influence	Banana Republic
INVESTMENT	
Advisor	Harbour View Equity
Associate, Investments	Harbour View Equity
Associate, Investments	Harbour View Equity
Chief Revenue Officer	Barnsley FC
Chief Revenue Officer	FC Barcelona
Chief Revenue Officer	NWSL
Investment Officer	UK Government
Managing Director, Capital	Harbour View Equity
Managing Director, Investments	Harbour View Equity
Vice President, Financial Strategy	Madison Square Garden Entertainment Corp.
Vice President, Investments	Harbour View Equity
OPERATIONS	
Chief Experience Officer	St. Louis City SC
Chief Operating Officer	Eye King LLC
Chief Operating Officer	MLS Players Association
Chief Operating Officer	NFLPA
Chief Operating Officer	Troon Golf
Manager, Season Ticket Services	Chicago Bulls
TECHNOLOGY AND BROADCAST	
Chief Technology Officer	Los Angeles Football Club & BMO Stadium
Chief Technology Officer	MLS
Global Head of Sports and Gaming	TikTok
Vice President, Software Development	Mirego
Coordinator, Sports Broadcasting	WME

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