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Morgan Stanley

GLOBAL SPORTS & ENTERTAINMENT

# 2021 CONFERENCE SPEAKER BOOKLET



ILLINOIS SPORTS BUSINESS CONFERENCE  
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# MODERATORS AND WORKSHOP HOSTS

## MIKE MYERS

### CHIEF STRATEGY OFFICER AT BIRDIEBOX

Michael Myers joined Birdiebox as the Operating Partner and Chief Strategy Officer, in 2017. Prior to BirdieBox, Myers had been working in Sports Marketing since 1999 and has a plethora of experience in Sponsorship evaluation, negotiation



and procurement, fulfillment and re-evaluation. Aside from Sports Marketing, Myers has worked as the Vice President of Sales & Promotion with Live Nation Entertainment and briefly served as a Marketing Co-Chair with Susan G. Koeman for the Cure in the Chicagoland area. Additionally, in 2009, he founded The Sports Marketer in Chicago, a marketing agency that is committed to creating a direct pipeline to the leaders of the hardest to reach, yet most sought after, demographics. Here, Myers is able to utilize his skills to help brands create unique, memorable, actionable and measurable solutions to the constant and new obstacles facing brands. Myers is a graduate of Southern Illinois University, Carbondale.

# MODERATORS AND WORKSHOP HOSTS

## CHRIS HARTWEG

### CEO AND PUBLISHER OF TEAM MARKETING REPORT



Chris is a marketer focused on making connections. Connecting brands, teams and fans. Melding sound data and creative ideas. Balancing big dreams with tight budgets. He is also a huge proponent of doing well by doing good. Doing right by others and building strong culture not only leads to better humans but generates stronger results -- and boosts revenues. Some of the brands and properties he has worked with include: AARP, ADA, adidas, Blackberry, Bud,

Cadillac, Chevy, Chicago Blackhawks, Bulls, Cubs, Fire, White Sox, Dallas Mavericks, DiGiorno, ditech, EA Sports, FIFA, Glenlivet, LaSalle Bank, Lions Clubs, Miami Dolphins+Heat, Miller Lite, Motorola, New Balance, Nestle, Nike, Nokia, Northwestern University, Playstation, P&G, Sony, US Navy, Verizon, VW, Westfield and Xbox. Today, Chris is applying all these experiences to reengineer and relaunch Team Marketing Report, which he acquired late 2017. The sports marketing information leader since 1988 produces the Fan Cost Index(R), SportsSponsor FactBook(TM) and TMR Insider(TM). In addition, he founded and serves as executive director of Painless Networking. Now boasting 8,000 members between LinkedIn and Painless.Network, Painless began in 2003 for marketing pros to painlessly connect, share best practices and eliminate degrees of separation. He also hosts the "Painless Podcast" featuring marketers and their success stories. Other previous work includes running his own consultancy, leading teams at several agencies and in house experience for a bank as well as a hospital.



# KEYNOTES

## BILL SCHLOUGH

**CHIEF INFORMATION OFFICER AND  
SENIOR VICE PRESIDENT FOR THE  
SAN FRANCISCO GIANTS**



Since Schlough's arrival in 1999, the Giants have been recognized as one of the most innovative teams in sports, playing a pioneering role in the world of mobile connectivity, video, ticketing and payment systems. The Giants were the first team to provide free Wi-Fi to all fans beginning in 2004, and Oracle Park is currently the home of the third largest and first 4K-capable video board in MLB. Schlough's IT team has also supported the baseball operation in implementing an array of proprietary analytic tools that helped the team secure three World Series titles in recent years.



# KEYNOTES

## MATTHEW BERRY

### SENIOR FANTASY ANALYST FOR ESPN

Universally regarded as “the face of fantasy football,” Matthew Berry, aka “The Talented Mr. Roto,” is the Senior Fantasy Sports Analyst for ESPN.

Named the 2013 Marketer of the Year by the Academy of Marketing Science for his role in fueling the national growth of fantasy football, Berry is the most read weekly columnist on ESPN.com during football season. Berry is an Emmy Award winner for his work on ESPN2's



Sunday morning show Fantasy Football Now (the highest rated non-live event show on ESPN2). He also hosts the award winning "The Fantasy Show" on ESPN+, the most and appears regularly across ESPN's most popular TV and radio shows.

Berry's multi-award winning podcast "Fantasy Focus: Football" podcast is ESPN's most downloaded original podcast on a per episode basis and is regularly among the top shows in the sports category and the top 50 overall on iTunes during the season, while a live version of the show streams across most major social channels and the ESPN App.

His first book, "Fantasy Life" (from Riverhead/Penguin Books) was a New York Times Best Seller, debuting at #5 and spending many months on the list. Berry currently has over 1.5 million highly engaged social media followers and is the founder of the Fantasy Life App, a robust social network for fantasy players and sports gamblers that has over three quarter of a million highly engaged users and was recently featured by Apple in their App store.

One of four people to be named to the Hall of Fame for both the Fantasy Sports Trade Association and the Fantasy Sports Writers Association, Berry has been featured on TV shows, radio programs and magazines including Late Night with Seth Meyers, The View, CBS This Morning, CQ, Entertainment Weekly, 60 Minutes Sports, CBS Sunday Morning, FX's The League, ABC's One Life to Live, The NY Times, The Howard Stern Show and YES, that is him doing a cameo in Avengers: EndGame, helping Robert Redford recover a briefcase from Tony Stark and Thor. Berry is a graduate of Syracuse University and lives with his wife and children in Connecticut.

# COVID-19 AND EVENTS PANEL

## JAIME GRIMES

### EVENT OPERATIONS COORDINATOR FOR THE CHICAGO CUBS

Jaime Grimes, Coordinator of Event Operations, is looking forward to her fifth season with the Chicago Cubs. She first joined the team as an Event Operations Intern, after graduating from the University of Alabama with a degree in Information and Communication Sciences in 2017. While things certainly look different these days, Jaime's main focus continues to be the creation and execution of safe and memorable events at Wrigley Field and Gallagher Way.



## AUSTIN HUNT

### CORPORATE PARTNERSHIP SALES FOR THE OKLAHOMA CITY THUNDER



## JOEY DIMAS

### SENIOR EVENTS MANAGER AT CHICAGO FIRE



# SPORTS BETTING PANEL

## SAM PANAYOTOVICH

**SPORTS BETTING ANALYST FOR THE  
NEW ENGLAND SPORTS NETWORK**



## JASON MEZRAHI

**CEO OF WINDAILYSPORTS AND  
AUTHOR OF "WIN DAILY"**

Jason has been a successful entrepreneur his whole life working for various startups amongst his own. Jason has been a professional, top-ranked Daily Fantasy Player on FanDuel and DraftKings for more than eight years. He has won FanDuel's \$155,555 King of the Diamond competition and placed second in DraftKings' Fantasy Basketball World Championship earning him \$300,000. Jason has been a finalist at multiple live fantasy sports championships, and he has achieved the one-million-dollar milestone for entry fees at DraftKings. From this experience, Jason developed Win Daily Inc. to help others succeed at playing Daily Fantasy Sports (DFS), Sports Betting, and winning at the game of life. He owns and operates WinDailySports.com, which supports the DFS & Sports Betting community with resources such as tools, projection models, in-depth written analysis, podcasts, plus much more. He hosts his own SiriusXM Radio show and is all in on sports.



# SPORTS BETTING PANEL

## EVAN DAVIS

**MANAGING DIRECTOR FOR  
BETTING AT  
SEVENTYSIX CAPITAL SPORTS  
ADVISORY**



Evan Davis serves as Managing Director, Sports Betting and Gaming for SeventySix Capital Sports Advisory, where he works with a wide range of companies looking to do business within or involving the world of sports wagering. Evan previously served as Vice President and General Counsel of Rivers Casino Philadelphia (formerly SugarHouse Casino). In this role, Evan oversaw all legal matters for a company with over \$300 million in annual gaming revenues. When the company launched its sports wagering operation in 2018, Evan was on the front lines. He was involved at every turn, from ensuring legal and regulatory compliance to spearheading numerous operational initiatives.

Evan is a frequent conference speaker and media presence on the topic, and has relationships with a wide variety of media, team, league, and gaming contacts in this area. Evan has been widely recognized for his work. He was named by the Philadelphia Inquirer as a 2019 "Influencer of Law," and is a recipient of The Legal Intelligencer's 2019 "GC Impact" award and the Philadelphia Business Journal's 2017 "Best of the Bar" award. Evan was also named by the Philadelphia Business Journal in 2019 and Emerging Leaders of Gaming and Global Gaming Business magazine in 2018 to their respective classes of "40 Under 40."

Evan is also very active in his community. He currently serves on the Board of Directors for the Ed Snider Youth Hockey Foundation, a charity that serves over 3,000 inner-city children in Philadelphia, PA and Camden, NJ, and on the Board of Trustees for the Bala Cynwyd Library in Lower Merion Township, PA. Evan received his B.A. from Duke University and his J.D. cum laude from the University of Pennsylvania Law School, where he served as an editor on the University of Pennsylvania Law Review. He lives in suburban Philadelphia with his wife and two sons.

# INNOVATION IN SPORTS PANEL

## ANDREW MCINTYRE

SENIOR VICE PRESIDENT  
OF TECHNOLOGY AND INNOVATION  
FOR THE TAMPA BAY LIGHTNING



## CHRIS LEVINE

MANAGER OF BUSINESS ANALYTICS  
FOR THE CHICAGO BLACKHAWKS



## MIKE PETRIELLO

STATCAST ANALYST FOR THE MLB



# THE FUTURE OF COLLEGE ATHLETICS PANEL

## JASON BELZER

**FOUNDER AND PRESIDENT OF GAME, INC.**

**FOUNDER OF ATHLETICDIRECTORU, AND WRITER FOR FORBES MAGAZINE**



Jason Belzer is founder and President of GAME, Inc., an agency that specializes in the career management and marketing of coaches and the creation of collegiate sporting events. The firm represents more than 30 head Division I college basketball and football coaches and has negotiated more than \$100 million in contracts to date.

Jason is also founder of AthleticDirectorU, a transformative digital media and professional development platform for college athletic administrators and coaches. His sports business column, Wicked Jump Shot, in Forbes Magazine has been read by more than 7 million people since its inception in 2013.

Belzer graduated from Rutgers University, earning degrees in Sport Management and Political Science. He went on to receive his MBA from the University of Illinois and a JD from Rutgers University School of Law and is a licensed attorney in New York and New Jersey. Jason teaches both Organizational Strategy and Organizational Behavior at his Alma mater.



# THE FUTURE OF COLLEGE ATHLETICS PANEL

## JUSTIN SIEVERT

**SENIOR COUNSEL AND  
SPORTS AND COMPLIANCE  
PRACTICE CHAIR  
FOR VELA WOOD LAW**



Justin Sievert chairs Vela Wood's sports and compliance practice, where he represents professional sports franchises, college and university athletics departments, and other sports entities on a broad range of corporate transactional, advertising and marketing, and compliance-related matters. In recent years, Justin has advised and counseled NFL and NBA franchises on sponsorship agreements, ticketing agreements, venue use agreements, service agreements, licensing agreements, contests and sweepstakes, text-message campaigns, and other day-to-day legal and business issues. Justin has also represented NCAA member institutions and coaches on compliance and infractions matters, has helped student-athletes navigate the waiver and reinstatement processes, and has completed comprehensive Title IX audits across all three Divisions. In addition to his work at Vela Wood, Justin is the Vice-Chair of the American Bar Association Sports Division and is an outreach captain for the Sports Lawyers Association.

# THE FUTURE OF COLLEGE ATHLETICS PANEL

## TIM NEVIUS

**COLLEGE SPORTS ATTORNEY  
AND FOUNDER OF NEVIUS LEGAL**



Tim Nevius is a former college baseball player, NCAA investigator, and sports attorney with over a decade of experience in college sports. While at the NCAA, Tim led high-profile investigations of top athletic programs regarding rule violations. After leaving the NCAA, he earned an LL.M. with honors from Columbia Law School before joining Winston & Strawn in New York, where he helped initiate a landmark antitrust case against the NCAA over athlete compensation restrictions, which is now pending before the U.S. Supreme Court. Since then, he founded a one-of-a-kind sports law practice representing college athletes on NCAA eligibility matters and has become a leading voice for NCAA reform, including as Founder and Executive Director of the College Athlete Advocacy Initiative at the Urban Justice Center. He has written about his experience in USA Today and his TEDx talk is titled "The Exploitation of College Athletes."

# SPORTS MEDIA PANEL

## JULIAN GREEN

**VICE PRESIDENT  
OF COMMUNICATIONS  
FOR CHICAGO CUBS**



## ADAM ROGOWIN

**VICE PRESIDENT  
OF COMMUNICATIONS  
FOR THE CHICAGO BLACKHAWKS**

## SCOTT REIFERT

**SENIOR VICE PRESIDENT  
OF COMMUNICATIONS  
FOR THE CHICAGO WHITE SOX**





# SPORTS MEDIA PANEL



## BETH GRADY

**SENIOR MANAGER  
OF PUBLIC AND MEDIA RELATIONS  
FOR THE CHICAGO BULLS**

In her eighth season with the Bulls ... began her career with the team in January 2014 as the Manager of Corporate Communications and joined the Public and Media Relations team in July 2016 ... serves as primary liaison between business and basketball communications ... assists with all day-to-day public and media relations responsibilities, including gamenotes, press releases, maintaining historical information, team travel and facilitating player interviews ... strategizes with key Business and Basketball Operations executives and head coach on team messaging ... responsible for credentialing media personnel at all Bulls events, including home and road games, practices, training camp sessions, media day, draft day and special events ... manages logistics and talent for flagship TV and radio broadcast partners ... joined the Bulls after spending four years in the nonprofit industry and as a Student Assistant with Illinois State Athletics ... graduated from Illinois State with a B.A. in Public Relations and a minor in Psychology ... currently resides in Chicago with her husband, Sean.

# DIVERSITY AND INCLUSION IN SPORTS PANEL

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## KIMBERLY DAVIS

**NHL'S SENIOR EXECUTIVE VICE  
PRESIDENT FOR SOCIAL IMPACT,  
GROWTH INITIATIVES, AND  
LEGISLATIVE AFFAIRS**



Kimberly B. Davis currently serves as Senior Executive Vice President, Social Impact, Growth Initiatives & Legislative Affairs at the National Hockey League, the premier professional ice hockey league in the world. In this capacity, Kim leads a role reporting to NHL Commissioner Gary Bettman to attract, develop and retain fans – with a specific focus on multi-cultural audiences – through culture, youth participation, and social impact initiatives. “Kim’s professional experience uniquely qualifies her to ensure that our League is growing the game of hockey by demonstrating the leadership principles and values in communities and with all stakeholders that can ultimately lead to new and increased fandom,” said Commissioner Bettman.

Ms. Davis has been recognized by Hockey News’ “2020 Top 100 Most Influential Leaders in the sport,” Essence Magazine’s “Woke” - 2019 Change Agents, Adweek’s “30 Most Powerful Women in Sports,” Sports Business Journal’s “GameChangers,” and Savoy Magazine’s “Most Influential Women in Corporate America.” She has received other notable recognitions including Savoy Magazine’s “Top 100 Most Influential Blacks in Corporate America” and showcased in Fast Company’s “100 Most Creative People in Business.” In 2012, she was profiled with First Lady Michelle Obama in Essence magazine’s “28 Most Influential Black Women in America.”



## SHAY WALLACH

**ASSISTANT DIRECTOR OF INCLUSION  
FOR THE NATIONAL COLLEGIATE  
ATHLETIC ASSOCIATION (NCAA)**

# DIVERSITY AND INCLUSION IN SPORTS PANEL

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## SANDY CROSS

**CHIEF PEOPLE OFFICER AT  
THE PGA OF AMERICA**



Sandy Cross, a member of the PGA of America staff since 1996, serves in the newly-created position of Chief People Officer. Cross leads the PGA's initiatives regarding its most important asset—its people. She is charged with enhancing a purpose-driven and values-based culture, as the PGA of America strives to be personally fulfilling and meaningful to a multi-generational team. In her role she oversees the Inclusion & Diversity and Human Resources Departments. From 2014-18, Cross was the Senior Director of Inclusion & Diversity, during which time she launched the Inclusion & Diversity Department and laid out a strategic plan for driving its integration across all lines of business. In her prior role as Director of Women's and New Market Initiatives, she led the groundbreaking "Connecting with Her" strategic initiative to attract and retain women in the sport. Previously, Cross was the PGA's Director of Business Development, where she secured and cultivated some of the PGA's most coveted and longstanding commercial partnerships. Cross earned a Masters of Sport Administration from Kent State University and a Bachelor of Arts in Legal Studies from the University of Buffalo, where she played NCAA Division I volleyball for four years.



# DIVERSITY AND INCLUSION IN SPORTS PANEL

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## DAVID ZIMMERMAN

**DIRECTOR OF LOGISTICS FOR THE  
2022 SPECIAL OLYMPICS USA GAMES  
AND EDITOR-IN-CHIEF FOR THE  
INSTITUTE FOR DIVERSITY AND  
ETHICS IN SPORT**



David Zimmerman is the Director of Operations for the 2022 Special Olympics USA Games in Orlando, Florida. He is responsible for providing transportation, logistics, safety and security for all Special Olympics athletes and coaches with the intent of providing them with a world-class experience during the duration of the 2022 Special Olympics USA Games.

David recently graduated from the DeVos Sport Business Management program at UCF where he was a Graduate Assistant for Dr. Richard Lapchick. He continues to advise Dr Lapchick on the daily operations of The Institute for Diversity and Ethics in Sport (TIDES). The Institute researches and publishes a variety of studies, including annual studies of student-athlete graduation rates and racial attitudes in sports, as well as the internationally recognized Racial and Gender Report Card, an assessment of hiring practices in coaching and sport management in professional and college sport.

David has also been invited to start teaching in the Spring of 2021 as an Adjunct Instructor for the foundational events course, The Events Industry, at the UCF Rosen College of Hospitality. He has also applied for the PhD in Hospitality Management program that would begin in the Fall of 2021. He wants to accomplish research related to sports and sport events for people with disabilities.

Prior to arriving in Orlando in 2018, David served in the Air Force for 24 years as a Contracting Officer.

# CAREERS IN SPORTS PANEL

## KENDALL COYNE SCHOFIELD

**OLYMPIC GOLD MEDALIST,  
PLAYER DEVELOPMENT COACH,  
AND YOUTH HOCKEY GROWTH  
SPECIALIST FOR THE CHICAGO  
BLACKHAWKS**



Kendall is a longtime member of the United States women's national hockey team. Over the span of her 13 years with USA Hockey, she has captured 21 medals in International Competition. She has won six gold medals at the IIHF World Women's Championships and a gold medal at the 2018 Winter Olympics and an Olympic Silver Medal at the 2014 Winter Olympics. She competed in 9 Four Nations Cups, capturing gold six times. At the age of 15, her Team USA career began when she was named to the United States Under-18 Women's National Team. She was a captain and 3-time member. She received 2 gold medals and one silver. She is currently the all-time leading scorer in tournament history with 33 points in 15 games.

In addition to her duties with the US Women's National Team, last year Kendall served as an Analyst for the San Jose Sharks, a community ambassador for the Chicago Blackhawks, she is the president and co-founder of the Schofield Family Foundation that her and her husband, Michael Schofield, founded in January of 2019. She is a board member for the Professional Women's Hockey Players Association (PWHPA), and the founder of the Kendall Coyne Hockey camp which just completed its fifth year. Most recently Kendall was hired by the Chicago Blackhawks as a Player Development Coach and Youth Hockey Growth Specialist. She is the first female player development coach in Blackhawks history. Kendall will continue her broadcast career in various different ways including being a lead analyst for NBC Sports with the Notre Dame Men's Hockey Team. In her new role, Kendall will continue to train for the United States Women's National Team in hopes of representing Team USA at the 2022 Olympic Winter Games.

Outside of sport, Kendall enjoys spending time with her family, cheering on her husband, Michael Schofield, at football games, traveling, motivating kids, and hosting her annual Kendall Coyne Hockey Camp, that is open to girls of all skill levels and sharing her message of "you don't have to be big to dream big." In addition, she has served as a local ambassador for the Chicago Blackhawks since 2013.

# CAREERS IN SPORTS PANEL



## WATCHEN NYANUE

**HEAD OF STRATEGY AT  
CHICAGO SKY AND  
FOUNDER/CEO OF I CHOOSE  
THE LADDER**

Watchen Nyanue is a strategic marketing and business development expert from Liberia, who resides in Chicago, Illinois. She is currently the Senior Vice President of Marketing Partnerships for the WNBA Chicago Sky. In addition to her role with the Chicago Sky, Watchen is also the Founder of I Choose the Ladder, a company focused on curating content and experiences for Black women on the corporate climb. As an advocate for female leadership and empowerment, her journey has been filled with more than twelve years of executive experience, where she has excelled as a proven business strategy leader who understands the importance of building relationships and capitalizing on a firm “it” factor in order to take the organization to the next level. Watchen holds a bachelor’s in communication from DePauw University. She is currently pursuing her MBA at The University of Chicago Booth School of Business. Prior to working at the Sky, she has had the honor of working with a multitude of renowned companies, including Comedy Central, Hearst Digital, Yahoo!, and Johnson Publishing Company. Watchen has been recognized as a Chicago Scholars 35 Under 35 Honoree, a 2018 Chicago Business Journal Woman of Influence Honoree, a Biz Women 2018 Headliner, and a 2019 Black Women's Expo, Presented by BET Her, Phenomenal Woman Honoree.



# CAREERS IN SPORTS PANEL

## DAVE FISCHER

**SENIOR DIRECTOR OF  
COMMUNICATIONS  
FOR USA HOCKEY**



## JJ FIDDLER & MIKE GUARDABASCIO

**CO-FOUNDERS AND JOURNALISTS  
FOR THE562.ORG**

JJ Fiddler is an award-winning sportswriter and videographer who has been covering Southern California sports for multiple newspapers and websites since 2004. After attending Long Beach State and creating the first full sports page at the Union Weekly newspaper, he has been exclusively covering Long Beach prep sports since 2007.

Mike Guardabascio has been writing professionally for 15 years and covering Long Beach sports for a decade. His work has been published in dozens of Southern California magazines and newspapers. He's won numerous awards and is the author of the historical book *Football in Long Beach* and co-author of *Basketball in Long Beach*.

# TICKET SALES PANEL

## ANDREW ROAN

MANAGER OF TICKET SALES FOR  
THE CHICAGO BLACKHAWKS



## JOSEPH ARCHEY

CORPORATE TICKET SALES  
MANAGER FOR  
THE INDIANA PACERS



## CHRIS WEDDIGE

ASSISTANT DIRECTOR OF  
INTEGRATED MARKETING FOR  
THE CHICAGO CUBS



## SCOTT GBUR

SENIOR ACCOUNT EXECUTIVE FOR  
THE CHICAGO WHITE SOX



# ISBC ALUMNI PANEL

## EMILY BARRETTA

**STRATEGIC PLANNING FOR  
NORTH AMERICA AT NIKE  
AND FORMER ISBC PRESIDENT**



Emily Barretta works in Strategic Planning for North America at Nike in Beaverton, OR. She graduated from the University of Illinois in 2016, with a degree in Finance. At Illinois, Emily was a member of the Varsity Women's Tennis team and the Founder/President of the Illinois Sports Business Conference. After graduation, she lived in Chicago for 2 years as a consultant for Ernst&amd Young. She currently resides in Portland, OR where she enjoys activities such as hiking, skiing, sailing and tennis.



## TRISTAN NELSON

**ACCOUNT COORDINATOR FOR  
PARAGON MARKETING GROUP  
AND FORMER VP OF SPEAKERS**



# ISBC ALUMNI PANEL

## STEVEN SINGER

**CLIENT ADVISORY ANALYST  
AT PARETO INTELLIGENCE  
AND FORMER ISBC PRESIDENT**



Steve Singer is a Client Advisory Analyst at Pareto Intelligence. In this role, he provides data analytics consulting for some of the largest commercial health plans in the United States. Steve is deeply interested in the tech industry and has worked at a variety of startup technology companies in roles ranging from data analytics, operations, marketing, and sales. Outside of work, Steve became a Mentor for the COVID-19 Business Fellowship Program in June 2020. In this position, he has assisted multiple Fellows deliver pro bono consulting projects for Chicagoland small businesses during the pandemic. Steve is a proud University of Illinois graduate, where he studied Business Management and Political Science. On campus, he was primarily involved in the Illinois Sports Business Conference, serving as the organization's President for two years.

## JONAH FIALKOW

**SITE MERCHANDISER FOR FOOT  
LOCKER  
AND FORMER ISBC VP OF SPEAKERS  
& VP OF RECRUITMENT**







# ISBC

## Illinois Sports Business Conference

