

2022 Speakers Booklet

The background image shows a group of people in a professional setting, likely a conference or meeting. They are seated at long tables covered with white cloths. The room has large windows and a brick wall in the background. The ISBC logo is prominently displayed in the upper center of the image.

ISBC

2022 CONFERENCE PRESENTED BY

Morgan Stanley

GLOBAL SPORTS & ENTERTAINMENT

FEBRUARY 18-19, 2022 | ILLINOISSPORTSBUSINESS.NET

Conference Schedule

Day 1

Opening Remarks & Morning Keynote	9-10 am
Legal Issues in Sports Panel	10-11 am
Player Engagement Panel	11 am-12 pm
E-Sports Alliances Panel	12-1 pm
Morgan Stanley Financial Education Session	1-2 pm
Afternoon Keynote	2-3 pm
Networking Event	3 pm

All times listed in Central Time

Conference Schedule

Day 2

Re-Opening remarks & Event Planning and the Fan Experience Panel	9-10 am
Agents & Endorsements Panel	10-11 am
Breaking into Sports Business Panel	11 am-12 pm
Networking Event & Closing Remarks	12 pm

All times listed in Central Time

Keynotes

Beth Pieroth

**Director of the Concussion
Program at Rush University
Medical Center/Midwest
Orthopaedics at Rush**

ELIZABETH M. PIEROTH, PSYD, ABPP, MPH IS THE DIRECTOR OF THE CONCUSSION PROGRAM AT MIDWEST ORTHOPEDICS AT RUSH, LOCATED WITHIN THE RUSH UNIVERSITY MEDICAL CENTER. AT HER CURRENT POSITION, SOME OF DR. PIEROTH'S RESPONSIBILITIES INCLUDE EVALUATING CONCUSSION PATIENTS FROM YOUTH TO PROFESSIONAL ATHLETES AND NON-ATHLETES, COORDINATING THE VARIOUS HEALTHCARE PROVIDERS INVOLVED IN THE CONCUSSION PROGRAM, PROVIDING EDUCATION TO TRAINEES, AND SUPERVISING RESEARCH WITHIN THE PROGRAM. DR. PIEROTH ALSO SITS ON SEVERAL COMMITTEES AND BOARDS RELATED TO BRAIN INJURIES AND CONCUSSIONS ON BOTH A LOCAL AND NATIONAL SCALE. PRIOR TO HER CURRENT ROLE, DR. PIEROTH HAS SERVED AS THE ASSOCIATE DIRECTOR OF THE SPORTS CONCUSSION PROGRAM AT NORTSHORE UNIVERSITY HEALTHSYSTEM. DR. PIEROTH GREW UP IN CHICAGO RIDGE, IL AND RESIDES IN ELMHURST, IL TODAY WITH HER HUSBAND AND TWO TEENAGE SONS. SHE IS ALSO A 1988 GRADUATE OF THE UNIVERSITY OF ILLINOIS. SHE ENJOYS YOGA, MUSIC, AND TRAVELING TO WARM DESTINATIONS.



FEBRUARY 18-19, 2022 | ILLINOISSPORTSBUSINESS.NET

Keynotes



Tony Khan

**CEO, GM and Head of Creative of
All Elite Wrestling (AEW)**

TONY KHAN IS THE CEO, GM AND HEAD OF CREATIVE OF ALL ELITE WRESTLING (AEW), THE NEWEST RISING PROFESSIONAL WRESTLING LEAGUE. WITH KHAN IN CHARGE, AEW HAS RISEN BEYOND EXPECTATIONS WITH ITS RECORD RATINGS, ELITE ROSTER, POP CULTURE INFILTRATION, AND A HIGHLY ENTERTAINING PRODUCT THAT ATTRACTS THE YOUNGEST WRESTLING AUDIENCE ON TELEVISION. ALONGSIDE AEW, TONY KHAN IS ALSO THE CHIEF FOOTBALL STRATEGY OFFICER OF THE JACKSONVILLE JAGUARS, GM/SPORTING DIRECTOR OF FULHAM F.C., OWNER OF TRUMEDIA NETWORKS, A PARTNER IN ACTIVIST ARTISTS MANAGEMENT, AND A BOARD MEMBER OF BLACK NEWS CHANNEL. TONY KHAN IS A NATIVE OF URBANA-CHAMPAIGN, AND HE GRADUATED FROM THE COLLEGE OF BUSINESS HERE AT THE UNIVERSITY OF ILLINOIS WITH A BACHELOR OF SCIENCE IN FINANCE.

FEBRUARY 18-19, 2022 | ILLINOISSPORTSBUSINESS.NET

Moderators

Mike Myers

MICHAEL MYERS IS CURRENTLY THE CEO OF THE SPORTS MARKETER, A CHICAGO BASED SPORTS MARKETING FIRM DEDICATED TO BOTH BRANDS AND PROPERTIES. HE'S ALSO THE OWNER, AND ONE OF THREE FOUNDING BOARD MEMBERS, OF THE LEADING INTERNATIONAL LUXURY GIFTING COMPANY, BIRDIEBOX.



HE HAS OVER 20 YEARS OF EXPERIENCE IN SPORTS AND MUSIC MARKETING, HAVING SERVED AS VICE PRESIDENT OF SALES AND PROMOTIONS, NATIONALLY, FOR LIVE NATION ENTERTAINMENT, AS MANAGING DIRECTOR OF INSTADIUM, AND MANY ROLES WITHIN NIELSEN MEDIA AND SCARBOROUGH SPORTS MARKETING. IN THESE STOPS, MYERS HAS WORKED WITH OVER 300 PROFESSIONAL SPORTS ORGANIZATIONS AND LEAGUES, THE TWO ORGANIZATIONS THAT MAKE UP 65% OF ALL LIVE EVENTS, AND HUNDREDS OF GLOBAL BRAND SPONSORS. MYERS IS ALSO AN ENORMOUS ILLINOIS FIGHTING ILLINI FAN, EVEN THOUGH HIS UNDERGRADUATE DEGREE IS FROM SOUTHERN ILLINOIS UNIVERSITY IN CARBONDALE.

Moderators

Chris Hartweg



CHRIS HARTWEG IS THE OWNER AND PUBLISHER OF TEAM MARKETING REPORT (TMR) WHICH HE RELAUNCHED IN 2019. TMR, THE ORIGINAL SPORTS BUSINESS INFORMATION LEADER, PRODUCES THE FAN COST INDEX®, WHICH TRACKS THE COST TO TAKE A FAMILY OF FOUR TO NFL, MLB, NBA, NHL AND MLS GAMES. IN ADDITION, HARTWEG OVERSEES TMR'S FANCENTRIC SPORTS BUSINESS NEWSLETTERS AS WELL AS THE SPORTSSPONSOR FACTBOOK, A DIRECTORY OF KEY CONTACTS AND ESSENTIAL INFO ON MORE THAN 5,000 TEAMS, BRANDS, AGENCIES, PROPERTIES AND LEAGUES.

HARTWEG 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 A STRONG CULTURE NOT ONLY LEADS TO BETTER HUMANS BUT GENERATES STRONGER RESULTS--AND BOOSTS REVENUES. A 1992 UNIVERSITY OF ILLINOIS GRADUATE, HE CO-FOUNDED PAINLESS NETWORKING IN 2003 FOR MARKETING PROS TO PAINLESSLY CONNECT, SHARE BEST PRACTICES AND ELIMINATE DEGREES OF SEPARATION. NOW BOASTING 8,000 MEMBERS, HE ALSO HOSTS THE "PAINLESS PODCAST" FEATURING MARKETERS AND THEIR SUCCESS STORIES AND CO-HOSTS THE "UNIFORM EXCHANGE" PODCAST, A COMEDIC TAKE ON SPORTS, ENTERTAINMENT AND SPORTS BUSINESS. A RESIDENT OF CHICAGO WITH HIS WIFE, KELLY, HARTWEG FREQUENTLY GUEST LECTURES ON SPORTS BUSINESS AND NETWORKING AT INSTITUTIONS INCLUDING THE U OF I, ALONG WITH COLUMBIA COLLEGE, DEPAUL UNIVERSITY, LOYOLA UNIVERSITY, NORTH CENTRAL COLLEGE AND ROOSEVELT UNIVERSITY. THIS MARKS THE SIXTH ILLINOIS SPORTS BUSINESS CONFERENCE HE HAS PARTICIPATED IN.

Morgan Stanley



Kevin McDermott

GLOBAL SPORTS AND
ENTERTAINMENT
ASSOCIATE DIRECTOR



Shea Curtin

GLOBAL SPORTS AND
ENTERTAINMENT
ASSOCIATE DIRECTOR



Ahkiel White

GLOBAL SPORTS AND ENTERTAINMENT
DIRECTOR OF BUSINESS DEVELOPMENT



Heather Watanabe

GLOBAL SPORTS AND
ENTERTAINMENT
ASSOCIATE DIRECTOR



Joshua LeBlanc

GLOBAL SPORTS AND
ENTERTAINMENT
ASSOCIATE DIRECTOR

Legal Issues in Sports

JOSHUA FRIESER IS A COLLEGE SPORTS LAWYER AND PRINCIPAL ATTORNEY AT FRIESER LEGAL. HIS PRACTICE FOCUSES ON REPRESENTING COLLEGE ATHLETES AND WORKING TO SOLVE THEIR UNIQUE LEGAL NEEDS. JOSH REPRESENTS STUDENT-ATHLETES IN FORMAL NCAA REGULATORY PROCEEDINGS AND NIL LICENSING AGREEMENTS, AS WELL AS IN RELATED INTELLECTUAL PROPERTY, CONTRACT, AND BUSINESS PLANNING MATTERS. BEFORE OPENING HIS OWN PRACTICE, JOSH FRIESER WORKED AT THE NCAA OFFICE OF THE COMMITTEES ON INFRACTIONS, NATIONAL SPORTS LAW INSTITUTE, U.S. COURT OF APPEALS FOR THE SEVENTH CIRCUIT, AND U.S. DISTRICT COURT FOR THE EASTERN DISTRICT OF WISCONSIN. HE GREW UP IN STAMFORD, CONNECTICUT AND ATTENDED INDIANA UNIVERSITY FOR HIS UNDERGRADUATE DEGREE. UPON GRADUATION, HE PURSUED LAW SCHOOL AND RECEIVED HIS DOCTORATE FROM MARQUETTE UNIVERSITY.



Josh Frieser

Sports Lawyer at Frieser Legal



John Sigety

Sports Lawyer and Senior Counsel at Platt Cheema Richmond

JOHN SIGETY IS A SPORTS LAWYER AND SENIOR COUNSEL AT PLATT CHEEMA RICHMOND. SIGETY RELIES ON HIS SOUND COUNSEL, COLLABORATIVE SKILLS AND EXTENSIVE INDUSTRY KNOWLEDGE TO PROPERLY PROTECT HIS CLIENT'S INTERESTS. HE HAS WORKED HARD TO ESTABLISH HIMSELF AS A SPORTS LAW EXPERT AND HAS APPEARED IN MULTIPLE PUBLICATIONS AND AS A RADIO GUEST TO DISCUSS THE NAME, IMAGE AND LIKENESS (NIL) RIGHTS FOR COLLEGE ATHLETES. IN ADDITION TO HIS EXPERIENCE AS AN ATTORNEY, JOHN SIGETY ALSO CO-FOUNDED AND WROTE FOR THESPORTSESQUIRES.COM FROM APRIL OF 2014 UNTIL DECEMBER OF 2019. THE GOAL OF THE WEBSITE WAS TO ANALYZE LEGAL ISSUES IN SPORTS AND MAKE THEM EASY FOR THE AVERAGE READER TO UNDERSTAND. IN HIS FREE TIME, JOHN INTEGRATES HIS INTERESTS OF SPORTS AND SERVICE WHERE HE IS THE DIRECTOR OF THE VOLLEY FOR JENNA VOLLEYBALL TOURNAMENT, A TOURNAMENT DESIGNED TO RAISE SCHOLARSHIP FUNDS IN MEMORY OF HIS SISTER. MR. SIGETY ALSO IS ON THE EXECUTIVE COMMITTEE FOR THE FRISCO BOWL. JOHN SIGETY COMPLETED HIS UNDERGRADUATE DEGREE AT BRIGHAM YOUNG UNIVERSITY IN 2008 WITH A BA IN POLITICAL SCIENCE AND HIS JD WITH A SPORTS LAW CERTIFICATE FROM THE TULANE UNIVERSITY LAW SCHOOL IN 2012.

Legal Issues in Sports



Jeremy Evans

**Founder of California Sports
Lawyer, Sports-
Entertainment-Media
Attorney**

JEREMY M. EVANS IS AN AWARD-WINNING ATTORNEY BASED IN LOS ANGELES. HE IS THE CHIEF ENTREPRENEUR OFFICER, FOUNDER & MANAGING ATTORNEY AT CALIFORNIA SPORTS LAWYER®, REPRESENTING ENTERTAINMENT, MEDIA, AND SPORTS CLIENTELE. HIS CLIENTS RANGE FROM INDIVIDUALS TO FORTUNE 500 COMPANIES IN CONTRACTUAL, INTELLECTUAL PROPERTY, AND DEAL-MAKING MATTERS. APART FROM HIS ROLE WITHIN CALIFORNIA SPORTS LAWYER®, EVANS HOLDS SIGNIFICANT POSITIONS AT A VARIETY OF COMPANIES, ORGANIZATIONS, AND EVEN ACADEMIC ENTITIES. A FEW OF THESE POSITIONS INCLUDE BEING THE HOST AND EXECUTIVE PRODUCER OF “BLEAV IN SPORTS LAW WITH JEREMY EVANS” (HIS VERY OWN PODCAST), A MEMBER OF THE BOARD OF ADVISORS AT THE ROSE BOWL LEGACY FOUNDATION, THE PRESIDENT OF CALIFORNIA LAWYERS ASSOCIATION, AND A FACULTY OF LAW AT CALIFORNIA STATE UNIVERSITY, LONG BEACH’S GRADUATE PROGRAM IN SPORT MANAGEMENT. OVERALL, EVANS HAS 10+ YEARS OF EXPERIENCE IN (BUT NOT LIMITED TO) SPORTS, ENTERTAINMENT, MEDIA, COPYRIGHT, INTELLECTUAL PROPERTY, AND BUSINESS LAW AS WELL AS MEDIA CONTENT CREATION BASED ON THESE CONCENTRATIONS AND INTERESTS. EVANS RECEIVED HIS JURIS DOCTOR FROM THE THOMAS JEFFERSON SCHOOL OF LAW IN 2011. HE ALSO RECEIVED HIS MASTER OF LAWS (LLM) IN ENTERTAINMENT, MEDIA, AND SPORTS LAW FROM PEPPERDINE UNIVERSITY IN 2018.

SAMUEL (SAM) STRANTZ CURRENTLY SERVES AS ASSOCIATE LEGAL COUNSEL WITH THE HOUSTON ROCKETS & TOYOTA CENTER. HIS ROLES INCLUDE WORKING AS AN INTERFACE BETWEEN THE LEGAL DEPARTMENT AND OTHER INTERNAL BUSINESS UNITS REGARDING A VARIETY OF BUSINESS TRANSACTIONS AND LEGAL MATTERS WHILE ALSO SUPPORTING THE OPERATIONS OF THE TEAM ON A BROAD RANGE OF LEGAL MATTERS. HIS PRIMARY FOCUS IS DRAFTING, REVIEWING, AND NEGOTIATING COMMERCIAL CONTRACTS. SAM STARTED HIS CAREER WORKING AS A SPORTS AND ENTERTAINMENT LAW ASSOCIATE IN BAKER DONELSON’S MEMPHIS OFFICE WHERE HE GAINED EXPERIENCE MAINTAINING AN INTELLECTUAL PROPERTY AND GENERAL LITIGATION PRACTICE AND UNDERTAKING A SPORTS AND ENTERTAINMENT TRANSACTIONAL PRACTICE. SAM THEN SERVED AS CORPORATE COUNSEL FOR SLING TV WHERE HE PROVIDED LEGAL SUPPORT PRIMARILY FOR SLING TV’S BUSINESS DEVELOPMENT AND MARKETING GROUPS AND DRAFTED AND NEGOTIATED COMPLEX COMMERCIAL CONTRACTS FOR BIG PARTIES LIKE ACTORS, ATHLETES, SPORTS FRANCHISES AND CONSULTANTS. SAM COMPLETED HIS EDUCATION AT THE UNIVERSITY OF MEMPHIS AND THE UNIVERSITY OF TENNESSEE COLLEGE OF LAW.



Samuel Strantz

**Corporate Counsel at
Sling TV, Sports-Media-
Entertainment Lawyer**

Player Engagement

SCOTT ROCHELLE IS THE PRESIDENT AND CEO OF THE NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION, A NON-PROFIT ORGANIZATION THAT ASSISTS FORMER NBA AND WNBA PLAYERS IN THEIR TRANSITION OUT OF THEIR PLAYING CAREERS. BASED IN CHICAGO, ILLINOIS, THE ORGANIZATION ALSO SUPPORTS ITS COMMUNITY BY FUNDING INITIATIVES FOR YOUTH BASKETBALL. AS PRESIDENT AND CEO, SCOTT PROVIDES LEGAL COUNSEL, OVERSEES ALL DEVELOPMENT, LOCAL CHAPTERS, AND PLAYER/MEMBER RELATIONS. AFTER GRADUATING FROM MOREHOUSE COLLEGE, ROCHELLE RECEIVED BOTH HIS LAW AND MASTERS DEGREES FROM THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN. HE HAS BEEN INVOLVED WITH THE NBRPA SINCE 2011, SERVING AS LEGAL COUNSEL FOR THE ORGANIZATION WHILE WORKING FOR QUERREY & HARROW LTD, WHERE HE WAS ALSO AN ACTING PARTNER IN THE FIRM'S SPORTS REPRESENTATION DEPARTMENT.



Scott Rochelle

**President & CEO of the
NBA Retired Players
Association**



STEPHEN BARDO IS CURRENTLY A COLLEGE BASKETBALL ANALYST AND THE HOST OF BARDO'S BREAKDOWN, AN ONLINE BASKETBALL SHOW FOCUSING ON PROVIDING INSIGHT TO THE SPORT WITH INTERVIEWS. IN ADDITION TO THIS, BARDO HAS SERVED AS A COLOR ANALYST FOR ILLINI SPORTS NETWORK IN CHICAGO, AS AN ANALYST AND REPORTER FOR CBS SPORTS, AND A COLOR ANALYST FOR COLLEGE BASKETBALL ON THE BIG TEN NETWORK. WHILE ATTENDING THE UNIVERSITY OF ILLINOIS FROM 1986-1990, BARDO WAS A MEMBER OF THE "FLYIN' ILLINI" TEAM THAT REACHED THE 1989 FINAL FOUR. UPON LEAVING THE UNIVERSITY OF ILLINOIS, BARDO WAS DRAFTED BY THE ATLANTA HAWKS IN THE SECOND ROUND OF THE 1990 NBA DRAFT. STEPHEN'S PROFESSIONAL BASKETBALL CAREER SPANNED 10 YEARS SPENDING TIME WITH THE SAN ANTONIO SPURS, DALLAS MAVERICKS AND DETROIT PISTONS. HE ALSO SPENT TIME IN FRANCE, ITALY, JAPAN, SPAIN, VENEZUELA AND MOST NOTABLY, THE CBA WHERE HE WON DEFENSIVE PLAYER OF THE YEAR IN BOTH 1993 AND 1994.

Stephen Bardo

**College Basketball Analyst &
Host of Bardo's Breakdown**

Player Engagement



Chidozie Ibeabuchi

Senior Director of Player Engagement at
Major League Soccer

CHIDOZIE IBEABUCHI IS THE SENIOR DIRECTOR OF PLAYER ENGAGEMENT FOR MAJOR LEAGUE SOCCER (MLS). HE IS RESPONSIBLE FOR DRIVING THE MLS PLAYER OUTREACH STRATEGY FOR ACTIVE AND FORMER PLAYERS. THIS INCLUDES OVERSEEING THE PLAYER CAREER TRANSITION PROGRAMS SUCH AS THE ROOKIE SYMPOSIUM AND JOB SHADOW ROTATION PROGRAMS AS WELL AS THE FINANCIAL EDUCATION AND LITERACY CURRICULUM. CHIDOZIE ALSO SERVES AS A MEMBER OF MLS PITCH BLACK, THE OFFICIAL EMPLOYEE RESOURCE GROUP FOR BLACK EMPLOYEES WHOSE MISSION IS TO ENHANCE MLS IN ITS COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION FOR BLACK STAFF WITHIN MLS AND IN THE SOCCER COMMUNITY. OVER THE PAST DECADE, IBEABUCHI HAS HELD POSITIONS ACROSS THE SPORTS INDUSTRY INCLUDING WORKING FOR THE NEW YORK KNICKS, NEW YORK RANGERS, AND THE NFL LEAGUE OFFICE. CHIDOZIE ALSO RECENTLY JUST LAUNCHED HIS OWN BUSINESS CALLED BY ANY MEANS (B.A.M.) COACHING. AFTER COMPLETING HIS UNDERGRADUATE EDUCATION AT ST. JOHNS UNIVERSITY, HE RECEIVED AN MBA FROM THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN. OUTSIDE OF WORK, CHIDOZIE IS THE YOUNGEST OF FIVE CHILDREN. HE IS FROM BOSTON, MASSACHUSETTS AND HE IS A BIG FAN OF BOSTON SPORTS.

E-Sports Alliance



Edward Gold

Partner, Head of Brand
Partnerships at Inverted

EDWARD GOLD IS THE CURRENT INTERIM VP OF MEDIA & SPONSORSHIPS FOR CHAMELEON COLLECTIVE. BEFORE THIS, HE WAS THE PARTNER, HEAD OF BRAND PARTNERSHIPS AT INVERTED FOR NEARLY 2 YEARS. EDWARD IS AN INNOVATIVE MEDIA AND MARKETING LEADER, WITH EXTENSIVE EXPERIENCE IN STRATEGIC MEDIA PLANNING AND BUYING, AS WELL AS SPORTS AND ESPORTS/GAMING MARKETING STRATEGY DEVELOPMENT AND EXECUTION. HE HAS BEEN RECOGNIZED BY THE MARKETING INDUSTRY AS AN ADVERTISING LEADER & LEGEND, POWER PLAYER: BRAND BUILDER, ONLINE MEDIA ALL-STAR, AND WON SPORTS SPONSOR OF THE YEAR & ESPORTS BRAND OF THE YEAR.



Brian Wilneff

Founder/CEO at
GamerzArena

BRIAN WILNEFF IS THE FOUNDER AND CEO OF GAMERZARENA, AN ONLINE PLATFORM THAT ALLOWS INDIVIDUALS TO PLAY GAMES OF THEIR CHOICE FOR MONEY. GAMERZARENA PROVIDES AN OPPORTUNITY FOR THE 99.9% OF GAMERS WORLDWIDE TO BECOME A TRUE PART OF THE ESPORTS INDUSTRY AND MONETIZE THEIR GAMEPLAY. IN ADDITION TO GAMERZARENA, WILNEFF IS THE CEO OF ALPHA METAVERSE TECHNOLOGIES INC, A TECHNOLOGY COMPANY WITH A FOCUS ON ESPORTS, ONLINE GAMING PLATFORMS AND BLOCKCHAIN. PRIOR TO BECOMING THE CEO, HE SERVED AS THE COO FROM MARCH OF 2020 UNTIL DECEMBER OF 2021. WILNEFF IS AN INDUSTRY LEADER IN PROVIDING EARNING OPPORTUNITIES FOR THE AVERAGE GAMER AND RECENTLY, HE HAS BEEN INTEGRAL IN ALPHA'S ENTRY INTO THE METAVERSE. BRIAN WILNEFF IS A 2013 GRADUATE FROM THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN.



Andrew Drake

CEO at Bad Moon Talent

ANDREW DRAKE IS THE CEO AND CO-FOUNDER OF BAD MOON TALENT, AN ESPORTS CONSULTING AND MARKETING COMPANY THAT REPRESENTS SOME OF THE INDUSTRY'S BIGGEST NAMES. DRAKE CO-FOUNDED "BMT" IN 2019 AFTER OVER A DECADE OF EXPERIENCE WORKING IN THE GAMING AND ESPORTS INDUSTRY. HE HAS PREVIOUSLY WORKED FOR THE GAMING COMPANIES, ACTIVISION, BLIZZARD, AND MAJOR LEAGUE GAMING, WHILE ALSO OVERSEEING MARKETING PROJECTS FOR POPULAR SERIES CALL OF DUTY. NOW AS CEO OF BAD MOON TALENT, DRAKE ACTS AS THE CHIEF EXECUTIVE AND LEAD TALENT AGENT. HE IS FROM BELVIDERE, ILLINOIS AND IS AN ALUMNUS OF THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN. IN HIS FREE TIME, ANDREW IS MARRIED AND ENJOYS PLAYING GOLF. BAD MOON TALENT CAN BE FOUND AT WWW.BADMOONTALENT.COM.

Event Planning and the Fan Experience



John Murray
President & CEO at Arena
Partners, LLC

JOHN MURRAY IS THE CEO OF ARENA PARTNERS LLC, WHICH IS A CREATIVE AGENCY HELPING CLIENTS CONNECT WITH THEIR AUDIENCE VIA BRANDING, VISUAL STORYTELLING, MARKETING, PROMOTIONS, AND EVENTS. THEY ARE COMMITTED TO DEVELOPING AND EXECUTING STRATEGIES THAT DELIVER MEASURED RESULTS AND UNFORGETTABLE EXPERIENCES. IN ADDITION, JOHN FOUNDED THE CHICAGO SPORTS COMMISSION IN 2011 WHERE HE SERVED AS THE INAUGURAL CHAIRMAN. THE COMMISSION LOOKS TO ATTRACT NEW SPORTING EVENTS TO THE CITY SUCH AS THE NFL DRAFT, AMERICA'S CUP SAILING, INTERNATIONAL RUGBY, AND THE NBA ALL-STAR GAME. PREVIOUSLY, HE WAS THE CHIEF BID OFFICER FOR THE 2016 OLYMPICS TO BE HELD IN CHICAGO, AND A MANAGEMENT CONSULTANT AT BOTH ACCENTURE AND MCKINSEY & COMPANY. HE IS FROM CHICAGO AND ATTENDED THE UNIVERSITY OF ILLINOIS WHERE HE RECEIVED A B.S & MBA. JOHN IS A USMC VETERAN AND IS MARRIED WITH TWO DAUGHTERS.

KYLE MCDONALD IS THE VICE PRESIDENT FOR SPORTS & ENTERTAINMENT TRAVEL, LLC. AT SET, HE CURRENTLY OVERSEES THE OVERALL OPERATION WITH FOCUS ON SALES/DEVELOPMENT, CLIENT RELATIONSHIPS, PRODUCT DEVELOPMENT, AND MARKETING. SET IS A SMALL BUSINESS SO DAY TO DAY ITEMS CAN INCLUDE ANYTHING FROM PROCURING HOTELS, CREATING NEW PRODUCTS, TO PRESENTING OUR SERVICES TO UNIVERSITIES AND CORPORATE COMPANIES ACROSS THE UNITED STATES. BEFORE WORKING FOR SET, KYLE WORKED FOR THE ST. LOUIS SPORTS COMMISSION AS THE DIRECTOR OF OPERATIONS/MARKETING. AS A NATIVE OF MAHOMET, IL, KYLE MCDONALD ATTENDED THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN AS A RECREATION, SPORT, AND TOURISM MAJOR AND A BUSINESS MINOR. OUTSIDE OF WORK, HIS HOBBIES INCLUDE GOLF AND TRAVEL.



Kyle McDonald
VP of Business
Development at Sports &
Entertainment Travel, LLC

Event Planning and the Fan Experience



Keith Bruce

President at QuintEvents
International

KEITH BRUCE IS AN EXPERIENCED CHIEF EXECUTIVE OFFICER/PRESIDENT LEVEL EXECUTIVE WITH A DEMONSTRATED HISTORY OF LEADERSHIP AND IMPACT IN THE SPORTS INDUSTRY. HE HAS STRONG BUSINESS DEVELOPMENT PROFESSIONAL SKILLS IN MARKETING MANAGEMENT, EVENT OPERATIONS, BUSINESS STRATEGY, INTERNATIONAL SPORTS MANAGEMENT, COMMERCIAL SALES, FINANCIAL MANAGEMENT, COMPLEX PRIVATE/PUBLIC PARTNERSHIPS AND NONPROFIT LEADERSHIP. HE WAS THE CEO AND PRESIDENT OF THE SAN FRANCISCO BAY AREA SUPER BOWL HOST COMMITTEE FROM 2013 TO 2016 AND HAS SINCE BEEN THE PRESIDENT OF QUINTEVENTS INTERNATIONAL AND PRESIDENT OF F1 EXPERIENCES. KEITH IS A GRADUATE OF THE GIES COLLEGE OF BUSINESS AT THE UNIVERSITY OF ILLINOIS RECEIVING HIS UNDERGRADUATE DEGREE IN MARKETING

JENNIFER HAWKINS IS THE EXECUTIVE DIRECTOR AT SPORTSPITTSBURGH WHICH IS THE LEADING VOICE OF PITTSBURGH'S SPORTS-TRAVEL AND EVENTS INDUSTRY. IN HER ROLE, SHE IS RESPONSIBLE FOR LEADING THE STRATEGIC GOALS AND OVERSEEING THE DAILY ACTIVITIES OF THE DEPARTMENT, INCLUDING THE ANNUAL BUSINESS PLAN AND THE LONG-TERM STRATEGIC PLAN. SOME OF THE EVENTS SPORTSPITTSBURGH HAS BEEN INVOLVED WITH IN THE PAST INCLUDE THE ATLANTIC 10 MEN'S BASKETBALL CHAMPIONSHIP, USGA MEN'S AND WOMEN'S US OPEN, THE DICK'S SPORTING GOODS PITTSBURGH MARATHON, AND MORE. PRIOR TO WORKING FOR SPORTSPITTSBURGH, JENNIFER WORKED AT VISITPITTSBURGH AS THE DIRECTOR OF SPORTS MARKETING AND DEVELOPMENT. SHE IS AN ALUM OF THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN AND RECEIVED HER B.S. IN KINESIOLOGY. SHE ALSO ATTENDED FLORIDA STATE UNIVERSITY AND RECEIVED HER MASTERS DEGREE IN SPORTS ADMINISTRATION.



Jennifer Hawkins

Executive Director at
SportsPITTSBURGH

Agents & Endorsements



Michelle Meyer

**NIL Coordinator at San
Diego State University,
Founder of NIL Network**

MICHELLE MEYER IS THE FOUNDER OF NIL NETWORK WHERE SHE PROVIDES VALUABLE CONTENT, RESOURCES, AND GUIDANCE TO ATHLETES, COACHES, AND ADMINISTRATORS TO HELP THEM TO NAVIGATE NAME, IMAGE, AND LIKENESS THROUGH HER WEBSITE, PODCASTS, AND SOCIAL MEDIA. CURRENTLY, SHE WORKS AT SAN DIEGO STATE UNIVERSITY AS THE NIL COORDINATOR WHERE SHE IS DEVELOPING THE NIL PROGRAM FOR SDSU. IN THE PAST, MICHELLE HAS SERVED IN A VARIETY OF VOLLEYBALL COACH AND COORDINATOR ROLES FOR USA VOLLEYBALL, PEPPERDINE, HAWAII, AND CABRILLO COLLEGE. SHE IS FROM SANTA CRUZ, CALIFORNIA, AND WENT TO UC SANTA BARBARA WHERE SHE DOUBLE-MINORED IN SPORTS MANAGEMENT AND ATHLETIC COACHING.

PARKER CAIN WORKS FOR EXCEL SPORTS MANAGEMENT AS AN NIL AGENT. HE IS RESPONSIBLE FOR MANAGING THE NIL DIVISION WHICH INCLUDES RECRUITING, MANAGING, NEGOTIATING, AND EXECUTING ENDORSEMENT OPPORTUNITIES FOR TALENT. PARKER ALSO SUPPORTS TALENT IN BRAND DEVELOPMENT THROUGH BOTH SOCIAL AND TRADITIONAL MEDIA OPPORTUNITIES. BEFORE WORKING FOR EXCEL SPORTS MANAGEMENT, PARKER CAIN WAS THE VP OF MARKETING FOR FOOTBALL AND BASKETBALL AT INDEPENDENT SPORTS & ENTERTAINMENT (ISE). HE IS FROM VENICE, CALIFORNIA AND ATTENDED LOYOLA MARYMOUNT UNIVERSITY. PARKER IS ALSO MARRIED AND HAS A SON. OUTSIDE OF WORK, PARKER IS INTERESTED IN CRYPTO, NFTS, AND SNEAKERS IN HIS FREE TIME.



Parker Cain

**Marketing Agent, NIL at
Excel Sports Management**

Breaking into Sports Business



Howard Milton

**Exec. Sr. Associate Director
of Athletics at Illini
Athletics**

HOWARD MILTON CURRENTLY SERVES AS THE EXECUTIVE SENIOR ASSOCIATE DIRECTOR OF ATHLETICS AT THE UNIVERSITY OF ILLINOIS. IN THIS ROLE HOWARD MAINTAINS COMPLETE OVERSIGHT OF FUNDRAISING EFFORTS FOR THE UNIVERSITY OF ILLINOIS'S ATHLETIC DEPARTMENT. SINCE BEGINNING HIS ROLE AS THE EXECUTIVE SENIOR ASSOCIATE DIRECTOR OF ATHLETICS IN 2016, HOWARD HAS SHATTERED FUNDRAISING RECORDS FOR THE DIVISION OF INTERCOLLEGIATE ATHLETICS AT THE UNIVERSITY. HIS EFFORTS HAVE NOT GONE UNNOTICED AND EARNED HIM THE TITLE OF NATIONAL ASSOCIATION OF ATHLETIC DEVELOPMENT DIRECTORS (NAADD) FUNDRAISER OF THE YEAR IN 2019. HOWARD IS A NATIVE OF WINFIELD, KANSAS AND A GRADUATE OF THE UNIVERSITY OF KANSAS, EARNING HIS BACHELOR'S DEGREE IN ORGANIZATIONAL COMMUNICATIONS STUDIES AND A MASTER'S IN HIGHER EDUCATION ADMINISTRATION. HOWARD HAS 3 CHILDREN AND LOVES TO FISH, BOX AND PLAY BASKETBALL IN HIS FREE TIME.

DARREN WEINER IS CURRENTLY THE PRESIDENT AND CEO OF CELEBRITY ADVISORS, AN EXCLUSIVE INTERNATIONAL REAL ESTATE NETWORK THAT REPRESENTS MANY PROFESSIONAL ATHLETES, COACHES, TEAM OWNERS, CELEBRITIES, AND SPORTS/ENTERTAINMENT EXECUTIVES THAT IS BASED IN MIAMI. WEINER BECAME THE YOUNGEST CERTIFIED SPORTS AGENT IN THE COUNTRY WHILE IN COLLEGE AND BUILT HIS OWN INTERNATIONAL SPORTS AND ENTERTAINMENT AGENCY FOR 20 YEARS PRIOR TO STARTING CELEBRITY ADVISORS. WITH HIS ROLE OF PRESIDENT AND CEO, DARREN WEINER OVERSEES THE DAY-TO-DAY MANAGEMENT AND GROWTH OF CELEBRITY ADVISORS IN NINETY MARKETS ACROSS THE U.S., CANADA, AND THE CARIBBEAN, WHICH REPRESENTS HIGH PROFILE AND HIGH NET WORTH INDIVIDUALS, COMPANIES, TEAMS, AND ORGANIZATIONS IN THE PURCHASE AND SALE OF RESIDENTIAL AND COMMERCIAL PROPERTIES. DARREN WEINER COMPLETED HIS EDUCATION AT THE UNIVERSITY OF ARIZONA AND HAS BEEN CALLED "THE JERRY MAGUIRE OF REAL ESTATE" BY BLOOMBERG.



Darren Weiner

**President & CEO at
Celebrity Advisors**

Breaking into Sports Business



Ian McCoy

Sr. Director, Client
Development | Venues &
Promoters at Ticketmaster
/ Live Nation
Entertainment

IAN MCCOY IS THE SENIOR DIRECTOR OF CLIENT DEVELOPMENT FOR TICKETMASTER. HE WORKS WITH PROMOTERS AND EVENT VENUES SUCH AS INDEPENDENT ARENAS, AMPHITHEATERS, THEATERS AND TOURIST ATTRACTIONS. IN ADDITION, ONE OF HIS MAIN CLIENTS INCLUDES WORKING FOR LIVE NATION U.S. CONCERTS. HIS FOCUS IS ON THE B2B SIDE OF A B2C BUSINESS WHERE BOTH SETS OF CONSTITUENTS CONSTANTLY SHAPE OUR COMPANY'S SERVICES AND TECHNOLOGY IN VERY DIFFERENT WAYS. IAN'S CURRENT PORTFOLIO OF ACCOUNTS IS BASED IN WISCONSIN, ILLINOIS, GEORGIA, ALABAMA, MISSISSIPPI, LOUISIANA, SOUTH CAROLINA AND NORTH CAROLINA. PRIOR TO WORKING FOR TICKETMASTER AND LIVE NATION ENTERTAINMENT, IAN HELD A VARIETY OF ROLES IN SALES FOR THE CHICAGO SKY, JACKSONVILLE JAGUARS, CHICAGO BEARS, AND CHICAGO WOLVES. HE HAS ALSO SERVED AS A LONG TIME BOARD MEMBER AND VICE PRESIDENT OF HOPE FOR THE DAY WHICH IS A NON-PROFIT FOCUSED ON MENTAL HEALTH AWARENESS AND SUICIDE PREVENTION. IAN MCCOY IS A UIUC ALUMNI WHO SPENT MUCH OF HIS TIME AS AN UNDERGRAD PARTICIPATING IN THE MARCHING ILLINI AND ALL ATHLETIC BANDS. IAN CURRENTLY LIVES IN ORLANDO, FL WITH HIS WIFE KIM AND HIS FOUR CHILDREN.

HANS MALEBRANCHE IS THE ASSOCIATE AD AND CHIEF DEVELOPMENT OFFICER FOR MIDDLE TENNESSEE STATE UNIVERSITY (MTSU) ATHLETICS. HE LEADS THE TEAM THAT'S RESPONSIBLE FOR GENERATING PHILANTHROPIC SUPPORT FOR MTSU ATHLETICS. HIS TEAM RAISES MONEY FOR SCHOLARSHIPS, FACILITY ENHANCEMENTS, AND OPERATIONAL EXPENDITURES FOR THEIR 17 SPORT PROGRAMS TO EXPERIENCE CHAMPIONSHIP SUCCESS IN COMPETITION AND IN LIFE. HANS HAS WORKED IN OTHER ROLES IN COLLEGIATE ATHLETICS SUCH AS ASSISTANT AD FOR DEVELOPMENT AT LOUISIANA, BUSINESS DEVELOPMENT MANAGER AT MISSISSIPPI STATE, AND GENERAL MANAGER FOR THE SOUTHLAND CONFERENCE. HANS IS FROM NAPERVILLE, IL AND IS A PROUD UNIVERSITY OF ILLINOIS ALUM. HE CURRENTLY RESIDES IN HOUSTON, TEXAS WITH HIS WIFE AND TWO KIDS.



Hans Malebranche

Associate AD and Chief
Development Officer at
Middle Tennessee Athletics

Thank You for Attending



FEBRUARY 18-19, 2022 | ILLINOISSPORTSBUSINESS.NET