9th Annual 11/10/23 Olin Sports Business Summit

presented by Gemini Sports Analytics



2023



Summit Speakers

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9th Annual Olin Sports Business Summit



presented by Gemini Sports Analytics



Welcome to the 9th annual Olin Sports Business Summit, presented by Gemini Sports Analytics.

As of November 2023, there are 135 WashU Alums who work in the sports industry. Of these alums, 42% (57 of the 135) graduated from WashU since the creation of the Sports Business Program in 2014.

This rapid acceleration of industry placements is partially inspired by the connections and networking that events like the Sports Business Summit provide to students and alumni alike.

To learn more about the WashU Alumni network working in sports, <u>click here</u>.

To that end, we thank Gemini Sports Analytics for being the presenting sponsor for this year's Summit.

Special thanks to WashU alum, Ally Brabant, and Gemini CEO, Jake Schuster, for sponsoring this year's event.





<u> Ally Brabant</u>

Head of Product Gemini Sports Analytics



Moneyball in a Box:
Using AI Cloud Applications
for Sports Analytics



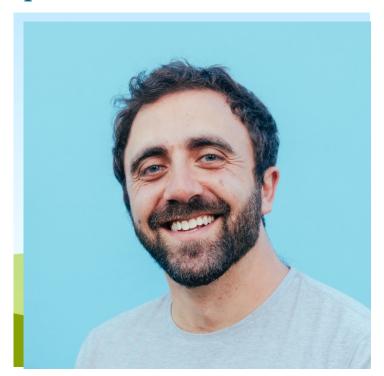






Jared Kleinstein

CEO Gondola Fresh Tape Media



The Future of **Sports Content Creation**



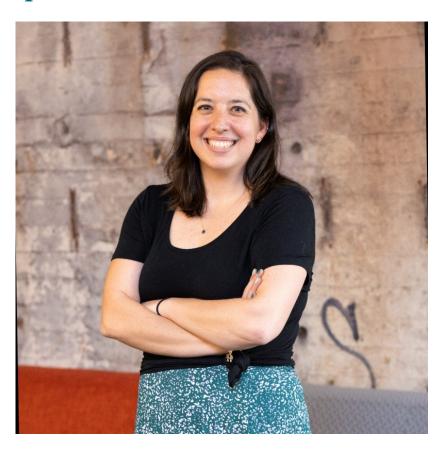






Stephi Blank

Vice President, Marketing and Service WIT Sports



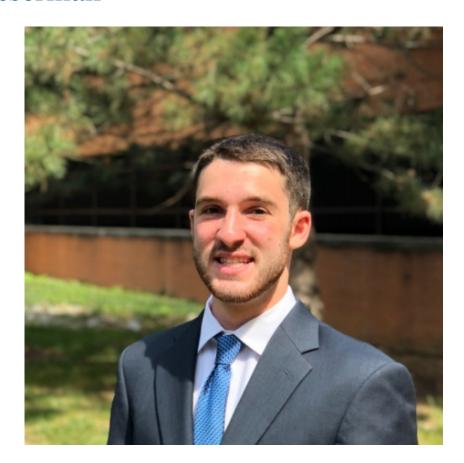
Ready for It?
Revolutionizing Fan Engagement





Alec Gordon

Associate Manager Wasserman



Microsoft x NFL Partnership









CJ Harrington

Associate Hogan Lovells



A Legal Perspective on Sports Ownership









Andrew Kipper

SVP, Golf Excel Sports Managements



The Art of the Deal









Eric Andalman

Counsel Hogan Lovells



Venue Development and the Evolution of Team Entities









Surgene Troost

Architect/ Associate Populous



Access without Interference: Maximizing Venue Monetization







Brian Mirakian

Senior Principal Populous



The New Cathedral:
The Evolution of Experiential Venues





Brian Gilbert

Head of Sports Related Content Village Roadshow Entertainment Group



Approaching Sports in Feature Length and Episodic Content









Bob Kane

COO, CLO, Interim Co-CEO World Surf League



Fandom - "Always On"



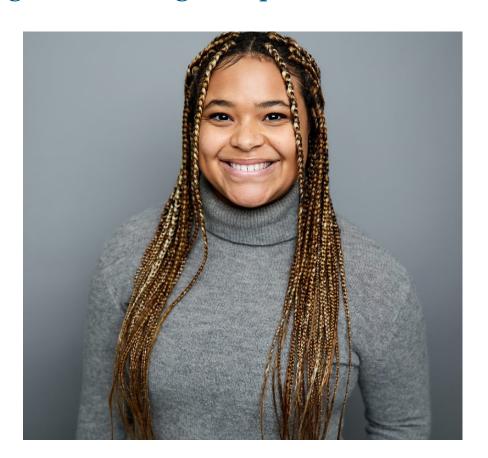






Katie Sissler

Account Coordinator
Paragon Marketing Group



Creating Remarkable Journeys









Meredith Geisler

Professor of Sport Management George Washington University



PR Bonanzas:
Taylor Swift and NFL / Messi and MLS



