

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

presented by Gemini Sports Analytics



2023
Summit
Speakers

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HERE !**

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, [click here](#).

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.



Ally Brabant

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 Andelman

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

