



**Sport: A Blueprint for Economic and Brand Growth**

**Keynote: John Skipper, ESPN President**

**Masters of Ceremonies – Dana Jacobson, Host of CBS Sports Radio & CBS Sports Network**

- ***The Global Reach of Sport*** – Moderator: Stephen Master – SVP Global Head of Sports Practice at The Nielsen Company
  - Marc Reeves – NFL, International Commercial Director
  - Seth Ader – ESPN, SVP Marketing Solutions
  - Gary Zenkel – NBC, President Olympics and Operations Strategy
  - Brad Brown, Leverage Agency, Head of Sport and Entertainment Consulting
  - Craig Turnbull, Olympia Entertainment/Detroit Red Wings, SVP Marketing and Communications
- ***Architects of a Major League Franchise*** – Moderator: Terry Lefton, Editor at Large, Sport Business Journal
  - Jason Levien – MLS Club DC United and CEO/Managing Partner Memphis Grizzlies
  - Tom Lewand – Detroit Lions, President
  - Len Komoroski – Cleveland Cavaliers, CEO
  - Dennis Mannion – Detroit Pistons, President/CEO
  - Tom Garfinkel – Miami Dolphins, President and CEO
- ***Brand Expansion Through Sport*** – Moderator: Fredda Hurwitz, Global VP - Strategic Planning, Marketing & Communications, Havas Sports and Entertainment
  - Matthew Scarlata – Unilever, Consumer Insights Manager
  - Dan Griffis – Target, Director of Strategic Partnerships, Lifestyle Marketing and Events
  - Matthew Kauffman – VISA, Head of Sport and Entertainment Partnerships
  - Mike Farah – Funny or Die, President of Production
- ***Development of Michigan's South Campus – University of Michigan Athlete Department*** – Moderator: TBD
  - David Brandon – Director of Intercollegiate Athletes for the University of Michigan
  - Rob Rademacher - University of Michigan Associate Athletic Director, Facilities and Operations
  - Chrissi Rawak – University of Michigan Senior Associate Athletic Director, Development
- ***The State of Global and US Soccer*** – Moderator: Stefan Szymanski – Michigan Center for Sport Mgmt Co-Director and Professor University of Michigan School of Kinesiology Sport Management
  - Howard Handler – Major League Soccer, Chief Marketing Officer
  - Dave Greeley – Precourt Sport Ventures
  - Alan Rothenberg – Premier Partnerships, Chairman
  - Andrew Appleby – General Sports and Entertainment, Chairman and CEO
- ***Getting your First Job in Sports*** – Moderator: Buffy Filippell, Owner and President, Teamwork Online
  - Ira Stahlberger – IMG, SVP Talent Marketing
  - Amanda Schutte – Michigan IMG Sports Marketing, Partner Services Coordinator
  - Robbie Tran - IMG Consulting, Senior Director
  - Julie Kimmons – NCAA, Director of Broadcast Services
- ***Social Media: Bringing Your Brand to Life*** – Moderator: Sammie Lukaskiewicz, Michigan International, Senior Director of Communications
  - Jeff Weiner – ESBL Social Media, CEO
  - Chad Wiebeisck – Michigan Development Economic Corp., Director of Social Media
  - Jordan Maleh – University of Michigan Athletic Dept, Director Digital Marketing
  - Ayrón Sequiera – Detroit Red Wings, Director of Integrated Media
- ***Sport for Social Change*** – Moderator: George Veras – Pro Football Hall of Fame Enterprises, President
  - Dhani Jones – Bow Tie Cause, President and Founder
  - Jordan Field – Detroit Tigers Foundation, Director
  - Patrick McInnis – Fathead, CEO