

SPORTS MANAGEMENT CONFERENCE

October 10, 2024
9:00 a.m.–4:00 p.m. EDT



Location

Lerner Hall, Roone Arledge Auditorium

8:00–9:00 a.m.

Check-in/Registration/Breakfast

9:00–9:45 a.m.

PANEL

On the Upswing: Emerging Properties Share Their Paths Forward

Moderated by **Mary Wittenberg**, Columbia University
Mark Fine, Chief Marketing Officer, PBR
Micky Lawler, Commissioner, Unrivaled Basketball
Amy Scheer, SVP, Business Operations, PWHL
Shana Stephenson, Chief Brand Officer, NY Liberty

9:50–10:20 a.m.

PANEL

Traditional Sport, New Field: The Emergence of Flag Football on a Global Stage

Moderated by **Mary Scott**, Columbia University
Sarah Bishop, VP, Brand and Consumer Marketing, NFL
Sam Gordon, Columbia University

10:25–10:55 a.m.

KEYNOTE

From Moment to Mainstream: What US Consumers Really Think About Women's Sports

Phillippa Thomson, Chief Data Scientist, Interim Chief
Technology Officer, Parity

11:00–11:30 a.m.

KEYNOTE

Keynote Speaker

Moderated by **Joel Litvin**, Columbia University
Adam Silver, Commissioner, NBA

11:30 a.m. – 12:15 p.m.

PANEL

Big Game, Big Opportunity: How the Landscape of Soccer is Evolving in the US Market

Moderated by **Sunil Gulati**, Columbia University
Nico Garcia Hemme, VP, Strategy and Business Development, LaLiga North America

Akash Jain, Managing Director, U.S., The Premier League
Dee Kundra, Managing Director (Americas), FC Bayern
Andy Mitchell, CEO, Managing Director, Lega Serie A USA

12:15–1:00 p.m.

Lunch/Networking

1:00–1:30 p.m.

KEYNOTE

Keynote Conversation

Val Ackerman, Commissioner, Big East Conference
Neal Pilson, Founder of Pilson Communications, Inc.

1:35–2:25 p.m.

PANEL

College Athletics: The Tumultuous Present and the Uncertain Future

Moderated by **Len Elmore**, Columbia University
Gabe Feldman, Professor, Director, Tulane Law School
Ed Kull, Vice President, Director of Athletics, St. John's University

2:30–3:20 p.m.

PANEL

Grabbing the Rings: Lessons from Paris and the Road to LA

Moderated by **Lj Holmgren**, Columbia University
Jackie Dubrovich CC'16, Olympic Gold Medalist
Rob McQueen, VP, Global Sponsorship, Cisco
Marc Riccio, CEO, USA Lacrosse
Eli Velazquez, Emmy Award Winning Sports Media Executive

3:30–4:00 p.m.

KEYNOTE

Keynote Speaker

Moderated by **Tom Richardson**, Columbia University
Jimmy Pitaro, Chairman, ESPN

Learn More

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