

Syracuse

Sport Management • Sport Analytics

2022-2023 Newsletter



BUILDING THE FUTURE



S Syracuse University
Falk College of Sport
& Human Dynamics

INSIDE

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- New major in Esports Communications and Management
- Dual degree with Whitman
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It has been said “success breeds success.” Each May, we celebrate the scholarly accomplishments of our graduates, but the amazing success of our Class of 2023 elevated the level of achievement to new standards. We conferred the largest number of degrees in our department’s history with 141 students graduating from Sport Management, Sport Analytics, and our graduate program in Sport Venue and Event Management.

Overall, 65 percent of our undergraduate students graduated with honors, achieving a 3.4 or above GPA - which was another program milestone! Sport Management had 58 percent of its class graduate with honors, while Sport Analytics had an astounding 78 percent of its students earn academic honors. Additionally, a record number of 49 seniors earned the distinction of the Director’s Academic Achievement Award by attaining a minimum 3.4 GPA for every semester at Syracuse University, which is an outstanding accomplishment. I am extremely proud of the Class of 2023!

As I begin my final year as the founding director and chair of this fabulous program, by announcing my retirement, I wish to reflect on the previous 18 years, but reassure everyone that just like the Class of 2023, Sport Management will set new standards! Syracuse University will continue to offer a preeminent program and be a “success engine” for the future through innovative education, research and service.

Our mission is unwavering. To provide resources and deliver real-world experiences

that empower students, educators and alumni success. To engage in cutting-edge and collaborative research that advances knowledge and catapults the sport industry forward. To maintain a diversified curriculum that is responsive to the ever-changing needs of this global industry, and our constituents and stakeholders. To be the interdisciplinary model of exceptional service and civic engagement to Falk College, our University and communities. To promote diversity, equity, inclusion and accessibility by using sports as a platform for social responsibility.

We have positioned ourselves as a global leader in this academic field, which is a credit to the graduates, faculty and staff, along with administrators such as Falk College Dean Diane Lyden Murphy, and benefactors such as David and Rhonda Falk and our nationally renowned advisory council of sports executives.

This department has prided itself on creating pathways for women in sports and creating cutting-edge programs. Syracuse University designed the first undergraduate sport analytics degree program of its kind in the nation, and the results have been phenomenal. We have also just created a one-of-a-kind dual degree program in Esports Communications and Management, a joint program between Falk College and the S.I. Newhouse School of Public Communications. In August 2024, we will enroll our first cohort of students in our fourth undergraduate degree program, an interdisciplinary degree in Sport Business and Management developed in conjunction with the Whitman School of Management. We

have, and will continue, to move the needle in academic excellence. No other Research I and Power Five Conference university offers such a unique blend of degree programs, a feat we are exceptionally proud of. I hope you are as well.

I have tried to live some of the teachings of legendary Hall of Fame basketball coach John Wooden, who said, “True success comes only to an individual by the self-satisfaction of knowing that you gave everything to become the very best that you are capable of.” I know success can be fleeting. Sustained success is not a destination, it is a journey, and that journey of success will continue.

I wish to thank each one of our graduates for enriching my life and giving me the passion to help this program be the best. To the parents who entrusted your sons and daughters to us, thanks for believing in our family culture. To our donors, benefactors and supporters, you have helped us make an indelible impact and difference in hundreds of students’ lives. To advisory council members past and present, thank you from the bottom of my heart for your unwavering support, friendship, dedication and loyalty. To my colleagues, best wishes and sincere gratitude. You’re THE BEST! We’re ORANGE TOGETHER!

Sincerely,

Michael Veley
Director and Chair
Rhonda S. Falk Endowed Professor of
Sport Management



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Student Matt Kahan (center) won the SPM Sales Combine in Spring 2022, put on in conjunction with the New York Mets and the Syracuse Mets. He is shown with New York Mets executives Tyler DeFranco (left) and Abby Higgins. The winner was misidentified in the 2022 SPM Newsletter.

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Scan this code to read the most recent news from the Department of Sport Management at Syracuse University.

From our Dean...



Greetings students, alumni, and friends. As I conclude my tenure as Falk College Dean in 2023, I reflect on the remarkable journey of the Department of Sport Management. Falk College has been a national leader of sport industry education for 20 years. Today, programs in sport management and sport analytics continue to excel at the highest level. Our students annually earn prestigious honors in national conferences

and competitions. Our alumni hold leadership roles in agencies, organizations and teams across the industry. As Syracuse University launches its esports communications and management major in Fall 2024, I know it will find similar success.

As a social worker and feminist scholar, I never anticipated I would help build academic programs in sport management and sport analytics. I am truly grateful to have Chair and Director Michael Veley, and each member of our outstanding sport management faculty, who were essential in building this department. Most of all, it has been my great privilege to see our students bring positive change to the world through sports and beyond. I have every confidence in the continued growth and excellence of Falk College's programs in sport management, sport analytics, esports and sport venue and event management and all who are part of them.

Thank you for the honor of serving as your Dean. I am immensely proud of what we have accomplished together.

Go Orange!

—Diane Lyden Murphy, M.A. M.S.W., Ph.D., Dean, Falk College

Sport Analytics award winners.



Sport Management award winners.



Sport Management Marshal
Brienne Quinlan.



Six Sport Analytics seniors were named Falk College Scholars: Eli Miller, Kylie Dedrick, Matthew Penn, Benjamin Wachtel, Shane Halpin and Alexander Borelli (from left).



Sport Analytics Marshal
John Asel.

Congratulations to the Class of 2023

On May 12, 2023, Syracuse University's David B. Falk College of Sport and Human Dynamics celebrated its Class of 2023 Convocation ceremony at Manley Field House. The Department of Sport Management congratulates 87 Sport Management undergraduates, 49 Sport Analytics undergraduates, and five Sport Venue and Event Management master's graduates who received their degrees as part of the Class of 2023.

Sport Management major **Alex Guo** served as a Falk College Marshal and delivered a speech at Convocation. Department Marshals were **Brienne Quinlan** (Sport Management), **John Asel** (Sport Analytics) and **Luke Frontale** (Sport Venue and Event Management).

Eighty-nine Sport Management/Sport Analytics students in the Class of 2023 graduated with honors with a GPA of 3.4 or higher, representing 63 percent of the graduates, a department record. Thirty-nine students graduated Magna Cum Laude (GPA of 3.6 or higher) and 29 students graduated Summa Cum Laude (GPA of 3.8 or higher). One student had a triple major, 12 students had dual majors and three students had triple minors. Seven students earned Certificates of Advanced Study (CAS) in Sport Analytics.

The Department of Sport Management's traditional celebration of its graduates on Commencement weekend continued this year with more than 200 parents, family members, friends, faculty and staff gathering in Falk College on May 12 to celebrate the accomplishments of the Sport Management and Sport Analytics undergraduates and Sport Venue and Event Management master's students.

Forty-nine students received the Director's Academic Achievement Award for earning a GPA of 3.4 or higher for each of their consecutive semesters at Syracuse University. Sport Management: **Alexander Chillemi, Maeva Collatos, Stephanie Deangelis, Juliana DiCenso, Kevin Donoghue, Rahul Dua, Alex Guo, Chuqi Fang, Alessandro Ferrari-Carrubba, Jake Fienberg, Melanie Kelly, Andrew Leconte, Juliano Macera, Chloe Moss, Benjamin Paglia, Alexandra Panaggio, Brienne Quinlan, Anthony Ruggiero, Eli Samuels, Maxwell Schobel, Ethan Shifman, Blake Taub and Anna Theodosopoulos.** Sport Analytics: **Ian Archer, Daniel Beim, Mitchell Bereznay, Alexander Borelli, Daniel Brockett, Elijah Buto, Robert Craig III, Kylie Dedrick, Philip Frank, Sam Gellman, Corey Goldman, Shane Halpin, Nolan Hammond,**

Gabriel Herz, Jackson Hett, Christopher Jones, Nicholas Lukowsky, Nathaniel Mahoney, Austin Murphy, Zachary Palfey, Matthew Penn, Seth Quinn, Robert Schoor, Brenden Slomka, Benjamin Wachtel and Zachary Wood.

Six Sport Analytics seniors were named Falk College Scholars: **Alexander Borelli, Kylie Dedrick, Shane Halpin, Eli Miller, Matthew Penn and Benjamin Wachtel.**

Here is a list of the senior awards:

- Sport Management Director's Award - **Blake Taub**
- Academic Excellence Award - **Benjamin Paglia**
- Matt Brodsky Philanthropic Excellence Award - **Megan Sheehan**
- Sport Management VIP Award - **Alex Guo**
- Professional Engagement Award - **Melanie Kelly**
- Jason Morales Perseverance in Sport and Life Award - **Justin Moskowitz**
- Director's Award for Academic Promise - **Nyah Jones**
- Kate Veley Civic Engagement and Social Responsibility Award - **Maxwell Schobel**
- Patrick Ryan Sport Technology Award - **Noah Wagner**
- Outstanding Graduate Student Award - **Molly Gross**

Sport Analytics:

- Sport Analytics VIP Award - **Kylie Dedrick**
- Sport Analytics Academic Excellence Award - **Alexander Borelli**
- Sport Analytics Academic Excellence Award - **Benjamin Wachtel**
- Sport Analytics Research Excellence Award - **John Asel**
- Sport Analytics Research Excellence Award - **Austin Murphy**
- Sport Analytics Director's Award for Academic Promise - **Eli Miller**
- Sport Analytics Director's Award for Academic Promise - **Matthew Penn**

Also, the M.S. in Sport Venue and Event Management program concluded its 11th year. (See page 5.)

Sport Venue and Event Management Master's program graduates its 11th class

The Department of Sport Management's master's program in Sport Venue and Event Management (SVEM) welcomed its 11th class of graduate students to campus in July 2022. The 2022-23 cohort included six students, with a diverse mix of educational backgrounds and from a variety of geographic locations. Students in this cohort worked toward completing their practicum work in Spring 2023, Summer 2023 and some will continue in Fall 2023.

In addition to their classwork, graduate students volunteered for a variety of events, including working the entire regional tournament of The Basketball Tournament (TBT) in Syracuse. They also took part in professional development seminars conducted by Sport Management internship placement coordinators on networking, cover letters, resumes, strategic interviewing, salary negotiation, career guidance and using LinkedIn.

In the Spring 2023 semester, students worked with associate professor Dr. Gina Pauline in the advanced sport event management course, and in collaboration with adjunct instructor and JMA Wireless Dome Director Tom Forgione, to complete a rotational program getting first-hand experience in all areas of Dome operations. The students experienced a wide range of events such as Syracuse University basketball games, Monster Jam, and the Red Hot Chili Peppers concert.



Nicolee Foster, Luke Frontale, Ben Blake and Molly Gross (from left) took part in the Falk College Class of 2023 Convocation in May.

Students in the first 11 cohorts have immersed themselves in the program's academic and experiential opportunities, and leveraged relationships to launch their careers in the industry. Graduates have secured positions at Allegiant Stadium, Soldier Field, Dartmouth Athletics, Dover Speedway, Brown University, Spectra Venue Management, Legends, Spartan Race Inc., Country Music Hall of Fame, Syracuse University's JMA Wireless Dome, Syracuse University's Barnes Center, Met Life Stadium, Boston Celtics, Boise State University, Towson University Athletics, Nike China, and Tulsa Sports Commission, among others.

Visit Sport Management's online resources

Be sure to check out falk.syr.edu/sport-management for department information, program news, club meeting dates and activities, and other special events.

Also, be sure to follow Sport Management on Twitter @SUSportMgmt, and "like" us on Facebook at SU Falk College Department of Sport Management.



Graduate students Ben Blake, Molly Gross, Geana Torres, Linfeng Li and Luke Frontale (from left) worked at The TBT in July 2022.

The 12th SVEM graduate class began in July 2023. The SVEM curriculum is designed to provide graduate students with a set of courses focused on the management and operations of facilities and events in the realm of sports and entertainment. The program comprises 36 credit hours of intensive classroom learning skill development and experiential opportunities in settings like SU's JMA Wireless Dome. Additionally, the SVEM coursework contains theory-to-practice elements where students apply concepts learned in the classroom to actual industry settings in a hands-on manner.

For more information about the graduate program, visit falk.syr.edu/sport-management/academic-programs.

Practicum locations for Sport Venue and Event Management master's program

Fall 2022

Joshua Hagwell, Twenty3 Sport and Entertainment
Samantha Swart, The Game Sport Complex
Chris Szlamczynski, Syracuse University Athletics
Taylor Tsatsis, Syracuse University Athletic Operations

Spring 2023

Luke Frontale, Syracuse University Athletic Operations
Asa Goldstock, University of Southern California Athletics

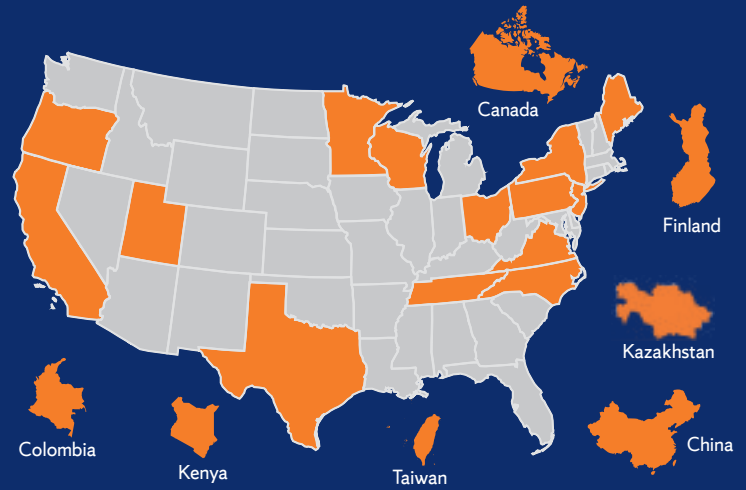
Summer 2023

Benjamin Blake, Perfect Game
Luke Frontale, Syracuse University Athletic Operations
Molly Gross, Oak View Group
Geana Torres, Salt City Sports

Welcome Class of 2027 undergraduates

SPORT MANAGEMENT AND SPORT ANALYTICS

California	Maine	Texas	Finland
Colorado	Minnesota	Utah	Kazakhstan
Connecticut	North Carolina	Virginia	Kenya
Florida	New Jersey	Wisconsin	Taiwan
Georgia	New York		
Illinois	Ohio		
Iowa	Oregon		
Massachusetts	Pennsylvania	COUNTRIES:	
Maryland	Tennessee	Canada	
		China	
		Colombia	



Congratulations to the following students for achieving an overall cumulative GPA of 3.4 or higher, as of the end of the 2022-2023 academic year:

SPORT MANAGEMENT

Jonah Aaron
Jared Aaronson
Violet Alao
Nicholas Albanese
Michael Altschul
Neely Amdur
Nolan Anson
Jared August
Dakota Bartelstein
Kambel Beacom
James Beck
Josephine Belcher
Sam Beldock
Parker Bigornia
Nina Bilotti
Nathan Blashka
Samuel Borg
Jordan Boron
Corey Bruno
Brooke Byas
Ryan Casano
Tobias Chalk
Grace Chambers
Braeden Cheverie-
Leonard
Alexander Chillemi
Ethan Cohen
Matthew Cohen
Seth Cohen
Tyler Cohen
Ethan Corbett
Julia Cronin
Stephanie Deangelis
Pedro DePaulo-Mayer
Nicholas DeMaio
Geoffrey Desharnais
Juliana DiCenso
Kevin Donaghue
Ian Donella
Rahul Dua
Jordan Edelstein
Tracey Edson
Elizabeth Ellis
Noah Eustis
Chuqi Fang
Ilan Feldman
Carrubba Ferrari
Jake Fienberg
Daniel Fitzgerald

Jordan Fritz
Grace Froehlke
Ryan Gallegos
Huzhe Gao
Jacob Geisinger
Lee Gerstman
Brandon Gilbert
Griffin Goldberg
Carly Goldblatt
Kai Gottesfeld
Carl Green Jr.
Nathan Gross
Alexander Grossman
Alex Guo
Jackson Gutfreund
Joseph Harris
Logan Harris
Ethan Harrison
Devon Herlihy
Ethan Hetu
Jack Hitter
Katherine Holler
Xinyue Huang
Madeline Huzjak
Emma Isaacson
Ian Jacobson
Nyah Jones
Christian Kachadourian
Matthew Kahan
Benjamin Kaplan
Jacob Kasdan
Melanie Kelly
Sydney Kossoy
Quinn Kreller
Jordan Kupersmith
Jesse Lamon
William Lasky
Leo Lau
Andrew Leconte
Jordyn Lee
Aidan Levin
Carter Lewis
James Lewis
Ben Lichtenstein
Yucheng Liu
Yasseen Lotfi
Courtney MacDonald
Sean Madden
Steven Maffiore
Camila Malda
Alfaro Mangel

Frank Marciano
Matthew Markowitz
John McClatchy
Anna McDonald
Livia McQuade
Dillon Moyer
Judah Milgrom
Noah Minsky
Erin Moore
Chloe Moss
Dillon Moyer
Austin Murphy
Colby Murphy
Emerson Murphy
Marni Nirenberg
Margo Noble
Aksel Odmark
Christopher Onorato
Sydney Orszulak
Samuel Otlej
Benjamin Paglia
Jacob Palczak
Alexandra Panaggio
Zachary Paskal
Cami Pasqualoni
Kyla Pearlman
Rollet Pena
Xiwen Piao
Brody Pontarelli
Faith Porter
Luke Profaci
Arman Ramji
Elena Randolph
Logan Rosbash
Allison Rosen
Sydney Rosenbaum
Zachary Roth
Eli Samuels
Kirstyn Schechter
Andrew Schiffer
Alan Schneider
Maxwell Schobel
Andrew Sender
Sawyer Shalit
Charlotte Sheehan
Megan Sheehan
Ethan Shifman
Zachary Siegel
Brooke Siket
Jason Silver
Jackson Somerstein

Arnold Spilman
Griffin Stark
James Stickel
Jake Stoll
Zhengyu Tang
Blake Taub
Philip Tepper
Anna Theodosopoulos
Sarah Thompson
Jacob Tilem
Ezra Tobin
Daniel Todd
Sydney Topper
William Tucker
Haley Uliasz
Jaden Vann
Elizabeth Vogt
Noah Wagner
Cameron Wakai
Cooper Walner
Haiqi Wang
Tynan Weathers
Thomas Wildhack
Kyle Wong
Linjie Xiong
Yihang Xu
Zhenzhi Yin
Zachary Young
Aidan Zaicek

SPORT ANALYTICS

Joshua Abercrombie
Isabel Alfonso
Austin Ambler
Christopher Antosiewicz
Thomas Armstrong
Sam Auerbach
Nathan Backman
Daniel Baris
Jackson Bayuk
Mitchell Bereznay
Brody Bledsoe
Sean Boland
Tyler Bolebruch
Alexander Borelli
Daniel Brockett
Nolan Bruton
Elijah Buto
Martin Castner
Nicholas Catalano

George Cave III
Brett Cerenzio
Xinliang Chen
Aidan Corr
Amanda Cotton
Robert Craig III
Samuel Crampton
Kylie Detric
Nicholas DeVita
Gabrielle Dougherty
Eric Ducret
Lucas Esquivel
Piper Evans
Lucas Falcetti
Riley Figueiras
Aidan Flood
Madelyn Forster
Philip Frank
Joshua Freson
Evan Friedman
Benjamin Gansenberg
Hunter Geise
Jake Gershberg
Robert Giegerich IV
Alison Gilmore
David Gold
Jacob Graff
Turner Graves
Fred Gullo
Samuel Gustafson
Brett Gustin
Nolan Hammond
Jackson Hecker
Caleb Heller
John Hepp
Jackson Hett
Matthew Holmes
Jason Horne
Benjamin Jennings
Christopher Jones
Jordan Jones
Nicholas Kamimoto
Aidan Kaplan
Jake Kleiman
Collin Kneiss
Peter Kucharczuk
Mark Kyranakis
Andrew LaRock
Porter Lehmann
Zachary Levitan
Ryan Lewis

Matthew Liddell
Nicholas Lukowsky
Ian MacMiller
Liam Maloney
Marcus Mann
Jarrett Markman
Drew Munley
Austin Murphy
Danielle Napierski
Ryan O'Connell
Walker Oettl
Alexander Oppel
Hayden Orenstein
Zachary Palfe
Evan Parker
Claire Patin
Matthew Penn
Dylan Phillips
Anna Pierce
Nolan Pittman
Seth Quinn
Ethan Radecki
Benjamin Resnic
Jacob Robinson
Quinn Robnett
Aaron Rofe
Jeremy Rosenbaum
Nicholas Rovelli
Benjamin Rubin
Theodore Schmidt
Marissa Schneider
Robert Schnoor
Zachary Seidel
Gavriel Sela
Ryan Severe
Connor Shanahan
Hunter Shorter
Brenden Slomka
Maximilian Slowinski
Jonah Soos
Gavin Stein
Matthew Tan
Ethan Towler
Evan Vassilovski
Benjamin Wachtel
Hayden Wasserman
Aaron Williams
Zachary Wood
Samuel Woolf
Ryan Zirilli

Capstone

Documentary work highlights remote experience as research intern

By Alexa Schlitt
SPM '23

For my 2023 senior Capstone, I had the privilege of interning remotely for both Burst, the leading user-generated content engagement platform, and The Carnegie Initiative for inclusion and acceptance in hockey, a non-profit named after the legendary hockey player and social justice pioneer, Herb Carnegie.

I worked for both organizations as a business development and research intern, primarily focusing on content creation and engaging storytelling while rotating between a variety of departments and acquiring skills in public relations, communications, marketing, program development and production.

I helped to develop the Herb Carnegie Trailblazer Award Program, honoring the unsung heroes of the hockey world and those who use the sport as a vehicle for change.

Also, I was honored to work on a documen-



tary titled “Beyond Their Years: The Incredible Legacies of Herb Carnegie and Buck O’Neil,” which tells the story of two men’s parallel lives, and how they were denied from playing in the NHL and Major League Baseball due to the color of their skin. The film also focuses on their induction into their respective halls of fame. I started as the production

coordinator and by the end became an associate producer. This once-in-a-lifetime opportunity was something I never imagined as part of my senior year of college. I traveled to Toronto and Kansas City, writing and directing interviews. I was lucky to also attend the 2023 Hockey Hall of Fame Induction Ceremony.

I will cherish my senior Capstone experience for the rest of my life. I am forever grateful for those who helped me get there and supported me along the way as I begin my post-graduate career in the sport industry.

Capstone takes student to the Super Bowl, Final Four and Masters

By Alex Guo
SPM '23

I completed my senior Capstone in Spring 2023 with On Location’s event production department as an event production and hospitality intern in Los Angeles, California. My responsibilities were to assist the company’s premium hospitality events in the pre-production, onsite, post-production, and closeout stages. My tasks included contracting with vendors, paying invoices, budget assistance, coding payments, expensing credit card charges, retrieving quotes, building decks and diagrams, researching assets, managing onsite events, and working with clients and vendors.

I worked on parties for the Kansas City Chiefs and Philadelphia Eagles at Super Bowl LVII in Glendale, Arizona, as well as events for NCAA March Madness and Final Four across 18



cities. I also worked with two hospitality houses at the 2023 Masters in Augusta, Georgia. Throughout this time, I learned new personal skills and processes to improve my career, such as communication methods, leadership styles, and time management. I also gained industry knowledge in areas such as accounting, event planning, hospitality, sales, and design. While I thoroughly enjoyed

this experience, my favorite aspect of the Capstone was the people I got to work with in the office and at the events. The most important takeaway from this experience is that “people make the job.” I intend to prioritize office culture and team environment in my future career plans.

After graduation, I joined ESPN at The Walt Disney Company as a Sports Brand Solutions Coordinator, working on the SEC Network properties in Charlotte, North Carolina.

Capstone takes student to Ireland for Gaelic games experience

By Kevin Donoghue
SPM '23

During the Fall 2022 semester, I had the privilege of completing my senior Capstone with the Gaelic Athletic Association (GAA) in Dublin, Ireland.

The GAA is an Irish international amateur sporting and cultural organization focused primarily on promoting indigenous Gaelic games and pastimes, which include the traditional Irish sports of hurling, camogie, Gaelic football, Gaelic handball, and rounders.

I worked under the supervision of Strategy, Insights, and Innovation Manager Peter Horgan within the Coaching and Games Development department. As a research support intern, my duties largely pertained to the development of various research studies relating to Gaelic games.

I helped manage the Gaelic Games Youth Participation Study, which drew upon the experi-



ences of young participants in Gaelic games; and the Inactive Gaelic Games Coaches Study, investigating reasons for why coaches choose to step away from their roles. Through these reports, I provided the GAA with potential solutions and implementation recommendations for problems raised through study results.

Apart from research, I gained experience in social media management via the GAA Learning Twitter account. I also gained sports public communications insight by attending and assisting in the operations of Croke Park gamedays.

I will be forever grateful for this tremendous opportunity that allowed me to gain hands-on experience in the European sports landscape. I am excited to take what I have learned with me into the future as I continue to make my mark in the sports industry.

Behind the scenes at Bowl Season

By Faith Porter
SPM '23

During the Spring 2023 semester, I was fortunate to work remotely at Bowl Season as a digital media intern for my senior Capstone experience. Bowl Season represents the postseason college football bowl games, highlighting the uniqueness of each of the 43 games.

Throughout my internship, I worked closely with Bowl Season Director of Operations Thomas Carracilo on creating and executing new social campaigns that integrated existing partnerships. I was responsible for posting, engaging and interacting on all of Bowl Season's social media platforms (Instagram, Twitter, Facebook and Tik Tok). I spent time creating templates on Canva, conducting research for each campaign, looking at current trends on social media and gathering information for each campaign. Additionally, I was tasked with collecting metrics from previous social campaigns, and analyze the data for a sales deck.



I worked on-site at the Bowl Season Annual Meeting in Nashville, where more than 400 executives, representatives, sponsors and vendors gathered to discuss the upcoming college football postseason. At the annual meeting, I posted live content, reposted user-generated content and captured images for the duration of the meeting.

At Bowl Season, I learned the value of communication and adaptability. I learned the importance of organizing my work before posting and contacting upper-level executives for social campaigns. I sat in on meetings with sponsors as well as planning sessions for our annual meeting, where I learned what goes on behind the scenes to execute an event of that magnitude.

I am grateful to have interned at Bowl Season as I was pushed to think outside the box creatively, trusted with projects and allowed to demonstrate the skills I learned in the Syracuse University classroom before taking on the role.

Capstone

STUDENTS

SPM Club raises \$52,675 at 18th Charity Auction



More than 50 students volunteered at the 2022 Falk College Department of Sport Management Charity Sports Auction on December 10, 2022 at the JMA Wireless Dome.

The Sport Management Club at Syracuse University raised \$52,675 for Vera House as a result of its 18th Annual Charity Sports Auction.

During the Syracuse men's basketball game on December 10, 2022, supporters placed bids on various items including sports memorabilia, electronics, jewelry, gift baskets, trips, and tickets to major sporting events. In addition to the in-person event, an online auction was held, where online supporters placed bids on hundreds of items.

Vera House's mission is to help prevent, respond to and partner to end domestic and sexual violence and other forms of abuse.

Apex Entertainment served as the Title Sponsor for the 2022 auction.

Sport Management seniors Megan

Sheehan, Alex Guo and Max Schobel served as co-chairs for the event.

The SPM Club is a student-run organization in the Falk College of Sport and Human Dynamics' Sport Management Department. Since its founding in 2005, the club has raised more than \$665,000 for local charities. Previous beneficiaries of the club's annual charity auction include Boys & Girls Clubs, Golisano Children's Hospital, the Ronald McDonald House Charities of CNY, the Central New York SPCA, the Upstate Cancer Center, Special Olympics New York, Food Bank of CNY, the Salvation Army, Rescue Mission Alliance, American Diabetes Association, Make A Wish CNY, Meals on Wheels, the Jim and Juli Boeheim Foundation and McMahan/Ryan Child Advocacy Center.

"Our Sport Management Club was founded on the principles of teaching our membership the value of civic engagement, community service, and social responsibility through sports," said Michael Veley, Rhonda S. Falk endowed professor and director of Sport Management, who also serves as the organization's faculty advisor. "The countless hours of dedication by these students to ensure that the proceeds from our charity auction would benefit our community is extremely gratifying."

The Sport Management Club meets weekly during the academic year. For more information about the annual Charity Auction, visit Twitter (@SPMAuction), Facebook (<https://www.facebook.com/SPMAuction>) or Instagram (@spm_auction), as well as www.sucharitysportsauction.com.

The beneficiary of the 2023 event will be Tillie's Touch, whose goal is to make children's dreams of playing a sport possible while helping them to achieve academic excellence. Tillie's Touch provides the necessary sports and/or school equipment for a child when their family is unable to do so.



Sport Management seniors Megan Sheehan, Alex Guo and Max Schobel (from left) served as co-chairs for the 2022 Charity Sports Auction.

A letter from the SPM Club president

By Doug Camp, SPM '24
SPM Club President



During the 2022-23 academic year, the Sport Management Club kept busy supporting the Central New York Community as well as welcoming guest speakers and creating networking opportunities for its members.

With the help of club advisors Michael Veley and Jeremy Losak, we returned to an in-person format for meetings and events. Sport Management Club members were able to revitalize the social bonding and relationships that truly makes this club great.

Throughout the semester, our members learned about the sport industry, grew their connections, and most importantly supported the Central New York Community through philanthropic efforts.

During our time in the Department of Sport Management at Syracuse University, students are tasked with determining their career goals in the sport industry and beyond.

The Sport Management Club offers students the chance to connect with industry leaders, work alongside classmates and faculty, and learn the value of the giving back to the community. Alumni and upperclass-

men provide mentorship to younger students as they begin to navigate the sport industry. This invaluable opportunity allows students to expand their professional and social skillset.

Throughout the semester, Club members heard from amazing speakers, including executives from the United States Olympic and Paralympic Committee, the Colorado Avalanche, and the WWE, as well as numerous sport law professionals. These conversations with industry professionals truly aid our members in so many ways,

The most impactful part of the Sport Management Club is how we support our surrounding communities. Along with the club's annual Charity Sports Auction, club members support numerous causes year-round in the Central New York area, including the Special Olympics and the Food Bank of Central New York.

This semester could not have been possible without the hard work of our Executive Board, including Brody Ponterelli, Dan Carroll, Adelaide Gilley, Alex Grossman and Livia McQuade. It truly is a privilege to lead this club and we are excited for the 2023-24 year as well as the future of the Sport Management Club at Syracuse University. We are honored to guide and support the members of this club in hopes to make a positive impact on their lives and the Syracuse community.

Elena Randolph wins Michigan BIG Initiative Award

Syracuse University Sport Management major Elena Randolph '24 was named a 2022 BIG Initiative Award Winner by the Michigan Sport Business Conference, an honor presented to 11 high-achieving sport management students in the United States and Canada. BIG stands for "Build, Inspire, Grow."

Randolph attended the prestigious conference in October 2022 in Ann Arbor, Mich. She heard from featured guest speakers and industry professionals including ESPN Chairman Jimmy Pitaro and WNBA Chief Marketing Officer Phil Cook.

"I am honored to be chosen as a BIG Initiative Award Winner," Randolph said. "Having the opportunity to attend this conference and connect with students dedicated to being the future leaders of the sport industry was so important to me. I am thankful to have met professionals of color who encouraged me to keep pushing boundaries and creating space for other young professionals of color."

Launched in 2013, the BIG Initiative annually recognizes outstanding student leaders in sport business who have achieved an exceptional level of success. Each year, the MSBC attracts top applicants from across the na-



Syracuse University student Elena Randolph was among the winners of the Fall 2022 Michigan Sport Business Conference BIG Initiative Award.

tion. Those receiving the honor are selected on the basis of demonstrated entrepreneurship, creativity, innovation and leadership. Nominees must be students with a passion for the sport industry who demonstrate a truly remarkable curriculum vitae.

Randolph attended networking sessions and breakout panels on topics such as sport and fashion, NIL and sport storytelling. She also met with representatives from the Detroit Pistons, Philadelphia 76ers and the NBA. BIG Initiative winners also attended a Detroit Red Wings game, complete with a facility tour.

"It was amazing to network with representatives from those organizations," Randolph said. "Working for the NBA is my goal, so it was beneficial to hear from these professionals and learn about opportunities to gain more experience working in basketball."

Randolph interned with the WNBA in Summer 2022. She previously interned with Syracuse University Athletics in Facilities and Game Operations. Randolph is the President of the Sport Professionals of Color

Club and was a 2021 Peer Advisor in Falk College. She studied abroad in London in Spring 2022.

ACC honors student-athletes

Seventeen Syracuse University Department of Sport Management student-athletes were named to the Atlantic Coast Conference (ACC) Honor Roll for the 2022-23 academic year. The Honor Roll is comprised of student-athletes who participated in a varsity-level sport and registered a grade point average of 3.0 or better for the full academic year. The honorees for Sport Analytics, Sport Management, and Sport Venue and Event Managements majors are:

Laila Alves, Softball
Kambel Beacom, Ice Hockey
Megan Carney, Lacrosse
Stevie Chuck, Rowing

Gabrielle Dougherty, Ice Hockey
Riley Figueiras, Lacrosse
Joseph Girard III, Basketball
Evan Johnston, Lacrosse

Heidi Knoll, Ice Hockey
Thomas Porter, Football
Kirstyn Schechter, Track and Field
Marie Sommer, Field Hockey
Sam Swart, Field Hockey

Sarah Thompson, Ice Hockey
Connor Toomey, Rowing
Haley Uliasz, Rowing
Elizabeth Vogt, Rowing

Falk College Peer Ambassadors

The following Sport Management and Sport Analytics students served as Falk College Peer Ambassadors in 2022-23: **Isabel Alfonso, Vianka Calderon, Braden Cheverie, Nick DeMaio, Tracey Edson, Grace Froehkle, Chase Gibson, Alison Gilmore, Alyssa Helland, Jack Hitter, Charlie, Maddux, Marcus Mann, Erin Moore, Marni Nirenberg, Chris Onorato, Zach Paskal, Kyla Pearlman, Mary Quinn, Dante Reese, Nick Rovelli, Eli Samuels, Marissa Schneider, Ryan Severe, Ashley Stewart, James Stickel, Anna Theodosopoulos, Sydney Topper, Francesca Vasconi, Herason Wang and Jason Weiss.**

Falk Ambassadors assist the Admissions Office staff with recruitment activities during the year. Ambassadors provide assistance at Falk College open houses, give tours and provide the student perspective at special events throughout the year.

Support Sport Management



We continually strive to offer a variety of opportunities to support our students. From scholarships and financial assistance to immersion programs and experiential field trips, along with inviting distinguished guest lectures to campus and hosting relevant symposiums, Falk College's sport management/sport analytics education goes beyond the textbooks and the walls of our classrooms. David Salanger, Falk College assistant dean for advancement and external affairs, welcomes the opportunity to talk and/or meet with you to discuss program support and student learning opportunities. Please contact Salanger at 315-443-8989 or dasalang@syr.edu.

Sales Club merges with Sport Media and Marketing Club

The Department of Sport Management's Sales Club merged with the Sports Media and Marketing Club in Spring 2023 to become the Sales and Marketing Club.

The Sales Club was established in 2015 to act as a platform for earning members hands-on experience in the sport sales industry. In a job market with increasing demands for preliminary experience, students can add practical sales experience to their resumes. The club welcomes guest speakers in person and virtually each semester, holds workshops and events for members, while also pairing with Syracuse University Athletics to help sell tickets.

The Sport Media and Marketing Club was formed in Fall 2020 to provide students an opportunity to learn more about these particular segments of the sport industry. The club's mission is to provide real-world experiences for students by taking part in projects as well as connecting with peers, faculty advisors, and industry professionals.

In Fall 2022, the Sales Club worked with the Midstate Athletic Community Center (MACC) ice rink in Cicero on sponsorships, while also recruiting new members. They welcomed numerous guest speakers and hosted a sales training exercise with New York Mets sales managers. During the Spring 2023 semester, an in-person Sales Combine was



Among the Sales and Marketing Club member are (from left) Jake Newman, Matthew Tang, Judah Milgrom, Brianna Nechifor, Hongyi Ji and Jack Hitter.

held for students in partnership with the New York Mets and Syracuse Legends, who provided the students with sales tips and strategies.

In Spring 2023, the Sports Media and Marketing Club focused on building podcast skills and recording episodes. Sport Management alumna Christina Brennan, president of The Digital Renegades, spoke to the club about her job and career path.

Going forward, the Sales and Marketing Club will focus on holding interactive meetings, and welcoming guest speakers while prioritizing creating a club that acts as an inclusive space for students interested in both sales and marketing. Club members also have plans to create a podcast, where they will "talk everything sports" as well as promote club events and gain new members.

Sales Club officers for 2022-23 were president Jake Palczak, vice president Edu Antonio Pena Rollet and executive vice president of membership Landon Richardson. Brianna Nechifor served as president of the Sport Media and Marketing Club in Spring 2023.

The club meets weekly during the academic year. Students from all majors are welcome. For more information, contact club advisor David Meluni at dmmeluni@syr.edu or Brianna Nechifor at bnechifo@syr.edu.

SPM major displays research at ACC Meeting of the Minds

Each spring, there's a prestigious, student-centric event featuring colleges and universities affiliated with the Atlantic Coast Conference (ACC) that has nothing to do with March Madness and everything to do with research and preparedness.

During the annual ACC Meeting of the Minds research conference, held in March 2023 on the Virginia Tech campus in Blacksburg, Virginia, undergraduate students from each ACC institution convened to present recent findings to their peers.

The nomination and selection process—conducted by the Syracuse Office of Undergraduate Research and Creative Engagement (SOURCE)—is extremely competitive, and only five students represented Syracuse,



including Jordyn Lee, a sophomore sport management major. Lee's research was titled "Tracking a Lack of Diversity and Equity in Professional Sports Front Offices."

In Summer 2023, Lee interned for two different sports organizations: with event operations for Fastpitch Nation Softball Park, a sports complex in Windsor,

Connecticut, and with USA Boccia, a national organization dedicated to promoting a highly competitive seated Paralympic sport where athletes with disabilities and able-bodied athletes participate in a throwing sport.

Lee, a lifelong tennis player, hopes to work for a professional sports organization or league once she finishes her sport management degree. When she arrived on campus, Lee noticed that her sport management

classes contained mostly males, but she was determined to follow in the footsteps of recent female sport management graduates who have landed key jobs with professional sports teams and leagues. Those experiences of being in the minority in the classroom, combined with her personal experiences in sports, inspired Lee's poster presentation delving into the lack of diversity and equity among the front offices of teams in both the National Football League (NFL) and the National Basketball Association (NBA).

"Just speaking with the other participants at the Meeting of the Minds gave me new insights into my research and knowing that the possibilities are endless," Lee says. "I left the conference more determined to raise awareness of this issue and make changes in these professional sports organizations."

Students receive assistance from scholarship funds

Annual scholarships assist students with the financial aspects of completing summer internships or senior Capstones

JENNIFER CORN CARTER FUND

The Jennifer Corn Carter Senior Capstone Award for Sport Management supports students in the department during their senior Capstone experiences. For the 2022-23 academic year, three students were honored with this award: **Killian Quirk**, who interned with Dominion Energy Charity Classic in Fall 2022; **Noah Minsky**, who interned with Bowl Season in Fall 2022; and **Nyah Jones**, who interned with Priority Sports in Spring 2023.

Jennifer Corn Carter is a graduate of Syracuse University, with bachelor's and master's degrees in social work. She was honored with the Falk College's 2010 Alumna of the Year Award for her on-going support of our students and Syracuse University. Her vision and support created the Jennifer Corn Carter Resource and Career Center in Falk College.



Killian Quirk



Noah Minsky



Nyah Jones

and **Alexander Chillemi**.

In Fall 2022, three students earned the scholarships: **Rahul Dua, Zachary Erber** and **Juliano Macera**.

UNDERGRADUATE SUMMER INTERNSHIP FUND

The Sport Management Summer Internship Fund is used each year to provide

support to undergraduate students pursuing unpaid summer internships, enabling them to gain industry experience.

Eight students were awarded scholarships for their 2023 summer internships: **Carter Strauss, Aryssa Hopps, William Allen, Garrett Naylor, Brett Cerenzio, Marni Nirenberg, Landon Richardson** and **Jake Cohen**.

For more information about the funds, contact Sport Management internship coordinator Beth Perez at erper100@syr.edu or 315-443-0450.

STUDENT LEARNING FUND

Thirteen Sport Management seniors were awarded scholarships from the Sport Management Student Learning Fund during the 2022-23 academic year. Each received \$500 to \$1500.

In Summer 2023, five students earned the scholarship: **Brian Hall, Justin Ma, Nicholas Nizza, Benjamin Paglia** and **Braeden Rowley**.

In Spring 2023, five students earned the scholarships: **Melanie Kelly, Jackie Thomson, Liana Wong-Wright, Andrew Schiffer**

Women in Sports and Events (WISE)

Women in Sports and Events (WISE) is a nationally recognized group whose goal is to be a leading voice and resource for women who currently work in, or aspire to be a part of, the professional field of sports and events. In 2009, Syracuse University was voted in as the first collegiate chapter of WISE's national organization, and since its inception on campus, has offered multiple professional development opportunities for members. Students in WISE are involved with numerous events and activities over the course of the academic year, including networking trips, fundraisers, interview workshops, professional development seminars, community service, and assisting with SPM alumni events.

During the 2022-23 academic year, WISE welcomed guest speakers from Major League Baseball, NBCUniversal Media, Sports Philanthropy Network, NBA, Miami Dolphins, Nashville Predators, Syracuse Mets and Women in Sports Tech. The Club attended a Women in Sports Night hosted by the Syracuse Crunch, which featured a panel of speakers from across the hockey industry. WISE collaborated with the Sport Management Club on a fundraiser for the Food Bank of Central New York as well as hosted a New York State Golf Association panel. Additionally, WISE hosted events that featured female staff members from Syracuse Athletics including guest speakers, facility tours and networking dinners. In addition to attending events in Syracuse, WISE continued as hosts



of their annual "Coffee and Conversations" event. In Spring 2023, the event welcomed executives from the WNBA's Atlanta Dream. In May 2023, eight WISE members went on an immersion trip to Boston to meet with executives from the Celtics, Red Sox, Bruins, Patriots, ISlide and Boston Athletic Association, among others.

WISE members often volunteer at the Ronald McDonald House in Syracuse to cook and serve meals to families staying at the facility. The group also co-hosts workshops focusing on campus resources and resumes; partners with Chipotle, to fundraise for future networking trips and events; and welcomes numerous guest speakers to campus or virtually.

The club officers for 2023 are Marni Nirenberg, president; Sarah Pivawer, vice president; Erin Moore, communications chair; and Ashley Stewart, fundraising and community outreach chair.

The WISE Club includes women from all majors on campus interested in pursuing careers in sports and events. For more information, email WISE co-advisors Kailyn Jennings at kmjennin@syr.edu or Beth Perez at erper100@syr.edu, or club president Marni Nirenberg at mjniren@syr.edu.

Keep up with SU's WISE Club on Social Media: Twitter: @WISE_SU; Instagram: WISE_Cuse; and Facebook: Women in Sports and Events at Syracuse University.

Connecting via the Sport Professionals of Color Club



The Sport Professionals of Color Club held a holiday dinner for its members in December 2022.

The Department of Sport Management's Sport Professionals of Color Club is an organization that strives to uplift and connect students of color who are interested in working in the sport industry.

The organization was formed during the 2014-15 academic year with the purpose of helping to guide young professionals in their pursuit of success and career establishment in the industry. The club strives to improve members' professional skills, host speakers, foster networking growth, and create a sense of community among students of different backgrounds.

Over the course of the 2022-23 academic year, the club welcomed many guest speakers, with experiences ranging from the WNBA to nonprofit organizations, including Major League Baseball Diversity Pipeline Program Senior Manager Tyrone Brooks, and New York City Football Club Customer Relationship Manager Destiny Castro. Brooks spoke about MLB's continued diversity efforts as well as gave advice

about applying to internships. Castro, who graduated from the Sport Management program in 2018, shared her experience of graduating from Syracuse and working her way through New York City professional sports teams.

During Women's History Month, the organization collaborated with Falk College's Women in Sports and Events (WISE) Club to host a Title IX panel, featuring Syracuse Athletics Senior Women's Administrator Kirsten Elleby and WomenX executives Tiffany Bullock and Mary Ciampa. The conversation stemmed around Title IX's influence on college athletics and the intersectionality of being a woman and person of color working in sport.

Additionally, the organization met with student-athletes at Fowler High School to teach them about the opportunities available working in sport and college advice for transitioning out of athletics.

Elena Randolph served as club president in 2022-23.

Students look to the future of fan engagement with Fantastec

Fan engagement strategies in the sports industry continue to advance and evolve. During the fall and spring semester, students in the SPM 345 Sport Technology class, under the leadership of Assistant Teaching Professor Kevin McNeill, were immersed exploring the development of Non-Fungible Tokens (NFT), commonly known as digital collectibles.

In partnership with Fantastec, a London-based technology company and official digital collectible partner of Syracuse Athletics, students learned about the NFT industry and how it is shaping the way sports organizations are engaging fans as well as emerging opportunities in name, image and likeness. In

groups, the class provided strategic recommendations to best position the technology platform with Syracuse students, alumni and fans. They met with company leadership, including Co-founder/Managing Partner Steve Madincea and Marketing Director Len Stewart. The project culminated with the delivery of a presentation and pitch decks that summarized the groups' research and recommendations.

"The students in Sport Management are in the mindset of sports marketing, but also often fans of the sports we're working with," Stewart said. "What better place than to get feedback and input from those right there

on campus?"

Fantastec executives visited campus and hosted a marketing focus group to showcase the application and to collect further insights from sport management students. For the students' efforts, Fantastec made a donation to the 2022 Sport Management Club's Charity Sports Auction. Additionally, students had the opportunity to work the Fantastec display at SU's spring football game.

As the partnership with the University and Sport Management program continues to develop, Fantastec envisions hosting students as interns to further expand on the platform's presence on campus.

Syracuse University to launch degree in Esports Communications and Management



A new degree in Esports Communications and Management is coming to Syracuse University in 2024.

Syracuse University will soon begin offering a new, first-of-its-kind degree program focused on esports.

The program, Esports Communications and Management, will be offered jointly by the S.I. Newhouse School of Public Communications and the David B. Falk College of Sport and Human Dynamics. It will include three tracks: Esports Business and Management; Esports Communications; and Esports Media and Design. The University will begin enrolling students to the program in fall 2024.

“The esports program is a natural extension of Syracuse University’s leadership in sport-related programs and commitment to 21st century academic excellence,” said Chancellor Kent Syverud. “This new major is the latest example of Syracuse University innovating, expanding career options in emerging fields and delivering programs students want.”

A proposal for the Esports Communications and Management degree was passed by Falk College and Newhouse School faculty in Fall 2022. It was subsequently passed by the University Senate in December 2022 and approved by the New York State Department of Education in February 2023.

The program, which will be among the first of its kind at a major university, taps into the rapidly growing, multibillion dollar esports industry and builds upon work already happening on campus. The Barnes Center at The Arch, the University’s recreation center, includes a designated esports gaming room

outfitted with Omen Obelisk gaming stations; Xbox, PlayStation and Nintendo consoles; SIM racing stations; and a virtual reality unit. An active Esports Club has also flourished in recent years.

Jeff Rubin, special advisor to the chancellor on esports and digital transformation, has been leading the effort to bring an esports major to Syracuse. For more than a year, Rubin worked with faculty and deans from both Falk College and the Newhouse School to develop the program that will span both colleges.

“It has been an extraordinary experience working with some of the smartest minds in communications and sport management to

develop a program that will be at the forefront of this burgeoning industry,” says Rubin. “I am especially proud of the collaborative work that is producing the educational opportunities and experiences are students are looking for.”

Falk College has been at the forefront of sport industry education for 20 years. In 2005, Falk launched one of the nation’s earliest undergraduate degrees in sport management, followed by one of the very first undergraduate degrees in sport analytics in 2017.

“This pioneering esports degree will focus on an emerging sector of the global and domestic sport industry,” says Michael Veley, chair of the Department of Sport Management in the Falk College. “It combines the strengths of Falk and Newhouse programs in sport communications, media production, technology, business and event management to offer a cutting-edge degree.”

A University-wide task force has worked to build the new degree since 2022. The well-rounded curriculum is designed to provide students with industry-specific competencies in event management and marketing, broadcasting/production, communications, content creation, entrepreneurship, strategic communications and esports experience and design. The three tracks will provide students with the ability to tailor the degree according to their career goals.

- Esports Business and Management: Covers such topics as sport promotion, sport venue management and finance for emerging enterprises.
- Esports Communications: Includes coursework in virtual reality storytelling, esports and advertising, public relations principles and sports in the metaverse.
- Esports Media and Design: Covers 3D animation, game experience design and virtual production.



Joey Gawrysiak has been named executive director of Syracuse University’s new esports communications and management degree program. Gawrysiak developed one of the first esports degrees in the country at Shenandoah University in Winchester, Virginia, where he worked as a professor and director of esports. At Syracuse, he will provide visionary leadership for the University’s esports initiatives, with oversight of all esports academic programming and an esports living learning community. Gawrysiak earned a Ph.D. in sport management and policy, an M.Ed. in physical education and sport studies, and a B.S.Ed. in sport studies, all from the University of Georgia.

Falk College unveils new Podcast Studio



Falk College debuted a new Podcast Studio in Summer 2023, featuring high-level equipment that includes Rode podcast production equipment, professional grade microphones and computers for post-production and editing. The studio will be outfitted for video cameras that will support a wide range of projects, including vlogs, podcast simulcasts and capturing creative content.

The branded space will serve as a facility for students in the Department of Sport Management's Sport Technology class to learn about, design and produce their own podcast as well as supporting faculty and staff initiatives and student organizations.

The cost of underwriting the Podcast Studio was given by Falk College benefactors Richard and Linda Ritholz, parents of Sport Management graduate Julian Rithholz '18. The Rithholz Family also provided the generous financial support of the Milton Conrad Technology Center that has benefited hundreds of Sport Management and Sport Analytics students serving as a state-of-the-art teaching center and classroom. The Rithholz Podcast Studio will enable faculty and students to produce timely and newsworthy contemporary content to various constituents. We thank the Rithholz Family for their vision and financial support of our students.

Syracuse-UNLV partner for 2024 sport conference in Las Vegas

On July 14, 2023, UNLV Sports Innovation and Syracuse University's David B. Falk College of Sport and Human Dynamics, in collaboration with the Las Vegas-based guest experience agency Circle, proudly announced the launch of SEI-Con—a first-of-its-kind Sports, Entertainment & Innovation Conference hosting thought leaders and subject matter experts from across the globe to educate, collaborate, and create dynamic ventures together.

The inaugural conference will be held in Las Vegas with an opening reception July 15, 2024, and the three-day conference July 16-18. The event will include exhibitor pods, innovation labs, seminars, and daily wrap parties with music.

"There has been momentum building in the area of professional sports throughout Southern Nevada, and the economic growth that comes along with it is undeniable," said University of Nevada, Las Vegas President Keith E. Whitfield. "UNLV is a key partner in this growth, and SEI-Con is the latest example of our collaborative work to reinforce Las Vegas' reputation as the world leader in tourism, sports, and entertainment."



Analysts predict the global sports market to reach \$2 trillion, which is 2 percent of the \$100 trillion world economy, bolstered by an influx of money from new sources, emerging technologies, and growing demand. Already the entertainment capital of the world, Las Vegas has become an emerging sports destination and is perfectly positioned to host an annual conference focused on the intersection of sports, entertainment, and innovation.

"The opportunity for our students to work on this world-class event captures the essence of our experiential-based academic programs," said Michael Veley, founding Director and Chair and Rhonda S. Falk Endowed Professor in the Department of Sport Management in Falk College. "We fully embrace the collaboration with UNLV's premier programs, the creative genius of Circle, and business partners and sports entities in one of the most dynamic sports and entertainment markets in the world."

Attendees will have opportunities to meet industry executives and explore the latest innovations in sports and entertainment, esports and gaming, sports sociology and diversity, broadcast brands and media, research and development, and more.

Students experience Boston sport industry and culture on immersion trip

The city of Boston and the surrounding area is home to five major professional sports teams, including the Boston Red Sox, the New England Patriots, the Boston Celtics, the Boston Bruins, and the New England Revolution. In addition, the Hub, as Boston is known, hosts numerous sporting events throughout the year, from NCAA Tournaments and international competitions at world-class venues like Gillette Stadium and TD Garden.

Over the course of four days in May 2023, eight female Sport Management students from Syracuse University's Falk College of Sport and Human Dynamics met with seven sports organizations and 36 sport industry professionals. The meetings included executives from numerous sectors of the industry, including the Boston Athletic Association, Boston Celtics, Boston Bruins, Fenway Sports Management, Spartan, ISlide, and Kraft Sports and Entertainment. Jake Doft and his daughter, Class of 2022 Sport Management graduate Dara Doft, hosted the group for dinner at Yvonne's in downtown Boston. The group also attended a Red Sox vs. Seattle Mariners game.

The students were accompanied by Sport Management internship placement coordinators Kailyn Jennings and Beth Perez.

Students on the trip included Nina Bilotti, Kate Bradley, Emma Issacson, Sydney Kossoy, Anna McDonald, Erin Moore, Marni Nirenberg, and Ashley Stewart.

We asked Bilotti '24 to share her experiences and thoughts about the Boston Immersion Trip, and this is what she wrote:

"We were completely immersed into the Boston sports world for four unforgettable days!

This amazing opportunity would not have been possible without the generous donation from Mr. and Mrs. Jake and Suzanne Doft

and their family, who supported this trip. Also, we'd like to thank Falk College and the Department of Sport Management for putting the trip together.

The Boston Immersion Trip was a whirlwind of excitement. Meeting with teams from each of the five major professional sports leagues and top sport organizations was an incredible experience. We were honored to meet and connect with top executives and Syracuse alumni. I've always been curious about Boston/New England sports teams and culture having been a long-time Chicago sports fan.

Each day offered new experiences! We began one memorable day

At Spartan, we learned about all of the different races they offer, as the executives shared their extensive and impressive backgrounds, as well as taught us how they secure partnerships for different target audiences.

At Kraft Sports and Entertainment, we were lucky enough to witness Gillette Stadium being set up for a Taylor Swift concert that weekend. I took note of different sponsors around the stadium, and the comfortability of their club lounges and suites and compared it other stadiums I've been to. We were honored to speak with a confident and talented group of women, including Robyn Glaser, Abbey Thistle, Tara Sullivan, Paris Healy, Jen Gahan

and Katherine Hauck. We were originally greeted by Phil Buttafuoco, who highlighted the importance of networking and building relationships with the people you meet, especially on trips like this one.

At each of our stops, we spoke with knowledgeable, passionate, and kind professionals who were eager to answer our questions. Emphasis was placed on building your network, which coincides with what we're being taught in the classroom.

I am fortunate that this was my second trip of 2023, as I spent my 2023 Spring Break in Los Angeles with the Department of Sport

Management's Los Angeles Immersion class. After the Boston trip, I compared East Coast and West Coast work culture and now have a clearer picture of what I am looking for in a place of employment. I am thankful to all the professionals who welcomed our group and took the time to speak with us, some even during playoffs. It was an absolutely incredible experience."

Nina Bilotti '24 is a Sport Management major in the Falk College of Sport and Human Dynamics. She is a member of Falk College's Women in Sports and Events (WISE) Club and the Sport Management Club. Nina interns for the Syracuse University Marketing and Communications Department, and is a member of the SU women's club lacrosse team.



Over the course of four days in May, eight female Sport Management majors from Syracuse University's Falk College immersed themselves in Boston's sport industry and culture. Front row from left: Sport Management internship coordinator Beth Perez, Marni Nirenberg, Nina Bilotti and Erin Moore. Back row from left: Kate Bradley, Sport Management internship coordinator Kailyn Jennings, Sydney Kossoy, Ashley Stewart, Anna McDonald and Emma Issacson.

at TD Garden, where we met with SPM alumna Chrissy Leach'10 and Kate Sullivan, from the Celtics, and Siobhan Sherbovich, from the Bruins. We learned how both teams must work together and which aspects each team controls in the Garden and even got a tour.

Executives at the Boston Athletic Association and Fenway Sports Management offered advice and tips to help us navigate our budding careers. I also enjoyed our visit to ISlide, where we met with executives who specialized in different areas of the company. We also had the opportunity to speak with Chief Executive Officer Justin Kittredge. An added bonus was playing knockout on their in-office basketball court wearing our new Syracuse-branded slides!

Mary Graham serves as SU's new faculty athletic representative

Dr. Mary E. Graham, professor of sport management in Falk College and an affiliated faculty in the Whitman School of Management, was named Syracuse University's new faculty athletic representative (FAR) in August 2022. She fills a critical role ensuring that the student-athlete experience reflects the University's ongoing commitment to academic excellence and overall student success.

In her role as FAR, Graham advises the Chancellor and provost on updates to legislation and policies of the NCAA and Atlantic Coast Conference (ACC) and represent Syracuse University as the voting delegate to the annual NCAA convention. The FAR also acts as liaison between athletics and academics, periodically reporting to the faculty and administration on the academic well-being of



student-athletes. Graham will also be responsible for reporting out on the academic preparation and performance of student-athletes for each sports team to the administration, Board of Trustees, Athletics Compliance Committee and head coaches, among others.

Graham has been a faculty member of the Falk College since 2012. She teaches courses in research methods; race, gender and diversity in sport; managing the sport organization; human resource management; and organizational behavior at the undergraduate, MBA and executive levels.

Graham succeeds Rick Burton, David B. Falk Endowed Professor of Practice in Sport Management, who served as FAR since 2014.

Falk College and Whitman School launch dual degree in Sport Management and Business

Syracuse University's Martin J. Whitman School of Management and David B. Falk College of Sport and Human Dynamics are launching a new undergraduate dual degree program that helps students pursue growing career opportunities in sports business.

The new undergraduate Sport Management/Business dual degree program is an innovative program that combines rigorous business training with in-depth knowledge of the high-growth area of sport management. This new dual degree program will prepare students to be versatile, multidisciplinary, and future-leading thinkers well-prepared for careers related to various aspects of sport management and business.

This dual degree program is offered in a streamlined format, where students graduate with both degrees with a minimum of 148 credits and can graduate within four years of study.

"There is so much potential for this new dual-degree program as the areas of sports and business continue to overlap. Having our students become stronger interdisciplinary thinkers about these issues is truly beneficial," Whitman School Interim Dean Alexander McKelvie says. "We're also delighted to partner with Falk and its outstanding sport management program."

"Falk College has been a national leader in educating future industry professionals in sport business, marketing, and analytics for two decades," says Falk College Dean Diane Lyden Murphy. "The new undergraduate dual degree program capitalizes on synergies between sport management and business disciplines to give students a competitive edge in the job market."

Admission requirements will remain similar for both programs and emphasize both academic credentials and leadership potential. Dual degree programs are highly demanding, and students should possess both strong analytical abilities and the soft skills needed for leadership positions.

High schoolers test drive analytics at summer academy

More than 50 high school students enrolled in Syracuse University's Summer 2023 Berlin Sport Analytics Academy. This on-campus program was offered in two sessions (July 3-14 and July 17-28) and provided students the opportunity to explore data's role in understanding and prioritizing information to maintain a competitive advantage in the sports industry.

Students were shown how analytics are used in a variety of sports, discussed major sport economic and analytics concepts such as the Moneyball revolution and four-factor models, and learned skills in various applications that are used in Sport Analytics courses and in the sport industry.

The groups visited the National Baseball Hall of Fame, the Syracuse Crunch, as well as the Syracuse Mets. In addition, students toured the JMA Wireless Dome and the John A. Lally Athletics Complex, while also speaking with members of the Syracuse University Athletics Department that utilize data and analytics in their various roles.

Sport Analytics professors Dr. Shane Sanders, Dr. Justin Ehrlich, Dr. Jason Maddox and Dr. Adrian Simion led the sessions, and were assisted by Sport Analytics alum Cameron Mitchell '21, and current students Sean Boland '24 and Thomas Armstrong '24.

New minor created in Emerging Sport Enterprises

The Department of Sport Management has created an Emerging Sport Enterprises (ESE) minor designed to provide students with the knowledge and skills to be successful in an increasingly entrepreneurial and evolving sport industry. It is an interdisciplinary minor in collaboration with the Whitman School of Management. Students take three courses in Sport Management and three course in Entrepreneurship and Emerging Enterprises. The minor is designed to be flexible to add additional Sport Management options as new courses are created to address industry needs.

Inaugural DEIA Symposium highlight of Fall semester

The David B. Falk College of Sport and Human Dynamics held the inaugural “Jonathan B. Wanderstock Diversity, Equity, Inclusion and Accessibility in Sport”



The inaugural Falk College “Jonathan B. Wanderstock Diversity, Equity, Inclusion and Accessibility in Sport” Symposium was held in October 2022 at Syracuse University, featuring (front from left) Terri Jackson, of the Women’s National Basketball Players Association; Josephine Martinez, of the National Football League; John Robinson, of ESPN/UNC Charlotte; John Robinson, of Our Ability; and Melissa Palarea, of the National Basketball Association. Sport Management professor of practice Dennis Deninger (back left) served as the moderator. Sport Management Director Michael Veley (back right) gave the opening remarks.

Symposium on October 13, 2022 on the Syracuse University campus. This was made possible in part through the generosity of Syracuse University graduate and benefactor Jonathan Wanderstock.

The event’s keynote speaker was Melissa Palarea, associate vice president of diversity

and inclusion for the National Basketball Association. Panelists included Terri Jackson, executive director of the Women’s National Basketball Players Association; Josephine Martinez, senior director of diversity, equity and inclusion for the National Football League; John Robinson, chief executive officer of Our Ability; and John Tobias, ESPN statistician and professor at UNC Charlotte. Sport Management professor of practice Dennis Deninger served as the moderator.

“The Department of Sport Management stands in solidarity with our commitment to diversity, equity, inclusion and accessibility as we focus on areas of awareness, training, and education,” said Sport Management Director Michael Veley. “We seek to use sport as a platform for social justice and social responsibility and we are honored that these esteemed industry professionals took the time to come to campus for this inaugural event.”

Palarea began the event by showing a video put together by her office at the NBA, focusing on diversity and inclusion in sport. Following her keynote, the panelists took part in a roundtable discussion followed by a question-and-answer session with the audi-



Melissa Palarea, associate vice president of diversity and inclusion for the National Basketball Association, delivered the keynote address for the Fall 2022 event.

ence, that included more than 200 people.

“This event was great for a plethora of reasons,” said Sport Management major Jeremiah Patterson-Yancey ’26. “Hearing about current events in the industry allows us as students to bring what we learned back to the classroom as well as reflect on what we can be doing in our community to create a space for everyone. Seeing everyone come together, listen, and ask insightful questions was special.”

The second annual “Jonathan B. Wanderstock Diversity, Equity, Inclusion and Accessibility in Sport” Symposium is scheduled for October 2023.

Sponsorship class partners with Yankees player

During the Spring 2023 semester, students in the Department of Sport Management’s SPM 324 Sport Sponsorship and Promotion class partnered with professional baseball player Oswaldo Cabrera, of the New York Yankees, to help build his brand and create his marketing deck.

Students met with Cabrera via Zoom prior to spring training in February. They then used sales prospecting software Sponsor United to research brands that would fit. Throughout the semester students also researched social media trends of athletes that compared to Cabrera and began building his social media strategy.

Sport Management Advisory Council president Brandon Steiner visited campus in April to talk with the students and guide them as they finished the marketing decks.

The final projects were shared with Steiner, and along with Sport Management assistant teaching professor Dave Meluni, the top students were selected and awarded a trip to Yankee Stadium to watch a game and meet with Cabrera. The students were Tracey Edson, Samantha Messina, Elizabeth Ellis, Cecelia “CJ” Westwater, Kate Lawton, Kamryn Page and Alison Gilmore.

“Taking the trip to New York City to meet with Oswaldo Cabrera and Brandon Steiner was an incredible experience,” said Sport Management major Tracey Edson ’24. “Working with industry professionals and professional athletes is one example of what separates the Syracuse Sport



Lily Ellis, Alison Gilmore, sport industry executive Brandon Steiner, Tracey Edson, New York Yankees player Oswaldo Cabrera, Sam Messina, Cecelia Westwater, Kate Lawton, SPM alum Dylan Cannel and assistant teaching professor Dave Meluni (from left) are shown in June 2023 after the students met with Cabrera to share projects they completed during the semester.

Management Department apart from other programs. This project, and many others I have done in my three years here, taught me the importance of taking advantage of the opportunities put in front of you. I am so grateful for the lengths to which each faculty and staff member here at SU go to give every student a chance to develop professionally and personally.”

Students learn how LA sports mecca operates

Los Angeles is quickly becoming the sports capital of the world. Home to 11 major professional sports teams, having hosted the College Football Playoff National Championship Game, Major League Baseball All-Star Game, Super Bowl LVI, and winning the bid to host the 2028 Summer Olympics, Los Angeles offers a mecca of opportunities for students eager to learn about the sport industry.

Seventeen Syracuse University Sport Management students did just that over their March 2023 spring break, spending eight days immersing themselves in LA's sport industry.

The intensive trip to Southern California is part of a course (SPM 358) that allows students to interact with industry executives and practitioners from nearly every sector of the industry. The course compares and contrasts business practices, marketing strategies, branding initiatives, social media outreach and the organizational culture of competing sports franchises and entities in the greater Los Angeles market.

A highlight of this year's trip was meeting Basketball Hall of Famer Bill Walton for an

informal Q&A session. The students also visited the Los Angeles Dodgers, UCLA Athletics, Los Angeles Football Club, NFL Network, Los Angeles Rams, So-Fi Stadium, Anheuser-Busch, Los Angeles Kings, LA Sports & Entertainment Commission, Los

Chuqi Fang '24. "We learned from the speakers on this trip that while academic knowledge is essential, hands-on industry experience is crucial for understanding the real world."

Students also attended a Clippers NBA game, a Kings NHL game and an LAFC soccer match.

"This course exposes students to the many differences of managing sports entities on the West Coast compared to the East," said Michael Veley, director and chair of Sport Management and Rhonda S. Falk Endowed Professor who teaches the SPM 358 course. "Los Angeles has become the sports capital of the world and markets to an extremely diverse population of ethnic and cultural backgrounds. More than a dozen students who have taken this course have obtained jobs

based on professional networking connections made on the LA Immersion trip."

The students were accompanied on the trip by Veley and Sport Management internship placement coordinator Kailyn Jennings. Portions of the experience are made possible by a gift from Jeff and Andrea Lomasky.



Angeles Clippers, Rose Bowl, Dignity Health Sports Park (LA Galaxy and AEG), Westwood One Radio, Los Angeles Memorial Coliseum, NASCAR, Crypto.com Arena and Legends.

"The Los Angeles Memorial Coliseum is truly an architectural marvel and it amazed us with its mix of classic structures and renovations," said Sport Management major

Experiencing Olympic history in US and Abroad

In February 2023, students in the Department of Sport Management (as part of their SPM 356 Olympic Sport Management class) traveled to Lake Placid, accompanied by SPM assistant professor Dr. Jamie Kim and professor emeritus Patrick Ryan. It was the department's 12th annual Winter Olympic Odyssey trip to Lake Placid.

The group visited the United States Olympic Training Center, where Olympic and Paralympic hopefuls were training; toured the Olympic Center hockey arena, where the 1980 "miracle on ice" took place; visited the 1932/1980 Winter Olympic Museum; toured the Olympic Jumping Complex; took an elevator ride to the top of the 120-meter ski jumping tower; toured the Olympic Sports Complex; and visited the Mt. Van Hoevenberg Sliding and Nordic facility. They heard from Mary Catherine Spinelli, of the Olympic Research Development Authority (ORDA), and Jon Lundin, of World University Games. Another highlight of the trip was taking Curling lessons at the Lake Placid Skating Arena.

Then, in May 2023, 13 students from across Syracuse University and the Department of Sport Management, again led by Dr. Jamie Kim, traveled to Europe as part of an 18-day, four-country Olympic Odyssey trip.

The program began in London, where students experienced the impact of the 2012 Summer Games by visiting the Queen Elizabeth

Olympic Park and Wembley Stadium. From there, they traveled to Paris, birthplace of the modern Olympic movement and host of the 2024 Summer Games. Future Olympic sites such as the Eiffel tower, Versailles, Arc de Triumph and Roland Garros (while the French Tennis Open was happening) were visited. Next, the group traveled to Lausanne, Switzerland, to inspect the present-day "Olympic Capital" and headquarters of the International Olympic Committee (IOC) since 1915. Students met with representatives from IOC Television and Marketing Services, IOC Olympic Studies Center, and the Court of Arbitration for Sport and World Aquatics. The group then headed to Greece and toured the ancient facilities at Olympia, Delphi and Marathon. The trip concluded in Athens, site of the 2004 Summer Games.

"The Olympic Odyssey abroad trip was arguably life changing," said Sport Management major Livia McQuade '26. "As someone who is both interested in the Olympic sphere of sport as well as international travel, there is no better abroad opportunity that Syracuse offers."

The group also visited the British Museum, Buckingham Palace, Tower of London, Louvre Museum, Sorbonne University, Notre Dame, Alps, Lake Geneva, Parthenon, Agora, and the Acropolis Museum, among other sites.

Sport Analytics students win National Championship

In their professional careers, students from Syracuse University's Sport Analytics program will have to adjust to adverse situations, think on their feet, and meet demanding deadlines.

If recent events are any indication, they'll do just fine in the real world.

Eight Sport Analytics students from Falk College competed in the AXS National Collegiate Sports Analytics Championship in February 2023, finishing first in the Game Analytics category and second in the Business Analytics competition as Syracuse University was the only school to have a team finish in the top four of each category.

The Game Analytics team included Alexander Borelli '23, Benjamin Wachtel '23, Sam Gellman '23, and Matthew Gennaro '23. The Business Analytics team featured Eli Miller '22, G'23, Kylie Dedrick '23, Shane Halpin '22, G'23, and Corey Goldman '23.

The eight students qualified for the second half of the national championship by finishing first in both team categories in the first half, which was held virtually. The second half was scheduled to be in-person at Baylor University in Dallas, Texas, but after flying to Washington, D.C., the students had to compete virtually because ice storms that day prevented the connecting flight to Dallas.

The students had to turn around and fly back to Syracuse, where the next morning they were given just six hours to create a presentation out of the information they were provided.

"The overall competition mimicked real-world situations, which is a wonderful situation for our students, and was challenging, both in terms of doing the analysis and picking out how to present their results in the time allotted," says Rodney Paul, director of Syracuse



The Business Analytics team included (from left) Eli Miller '22, G'23, Shane Halpin '22, G'23, Kylie Dedrick '23 and Corey Goldman '23.



The Game Analytics team included (from left) Matthew Gennaro '23, Alexander Borelli '23, Sam Gellman '23 and Benjamin Wachtel '23.

University's Sport Analytics program and a professor in the Department of Sport Management at Falk. "Winning the Game Analytics portion and finishing second in the Business Analytics competition is a testament to the talent of our students, and we look forward to competing in both events and defending our national title in Game Analytics next year."

More than 150 students from across the country competed in both competitions. In the final individual rankings, Borelli finished second overall in Game Analytics, and Miller and Dedrick ranked 3-4 in Business Analytics.

Borelli says while it was disappointing that they couldn't participate in Dallas, it was still "an amazing experience" to present virtually

to industry professionals who are in positions that he hopes to hold one day.

"It was awesome seeing the program take first place in Game Analytics and playing a role in that success," says Borelli. "It means a lot to me and the program as Dr. Paul and the rest of the faculty have put a lot of work in to set us up for success in these competitions."

The Game Analytics competitors analyzed Big 12 Conference basketball data. The Syracuse team of Borelli, Wachtel, Gennaro, and Gellman finished ahead of teams from Roanoke College, Trinity University, and University of the Pacific.

In Business Analytics, Syracuse's team of Miller, Dedrick, Halpin and Goldman finished second to the University of Iowa and ahead of Texas Christian University and Baylor University. Dedrick says the six-hour limit for the presentation was challenging, but "showed me what I am able to accomplish in a short period of time."

"It was an amazing feeling to represent the Sport Analytics program, especially being one of the few women in the program," Dedrick says. "Placing fourth boosted my confidence in terms of my analytical skills and my ability to see a project through on my own."

Miller says the national championship allowed the students to put into practice what they learned in the Sport Analytics program since arriving at Syracuse University.

"The finals in this competition allowed us to showcase these abilities as well as meet many amazing professionals from the sports industry," Miller says. "I was happy to help the school by finishing as well as I did, and I hope that this competition has piqued the interests of industry professionals and allowed them to truly see how special this program is."

Sport Analytics program receives second \$1 million gift

In February 2023, the Department of Sport Management at Syracuse University received a \$1 million gift from Syracuse University Trustee and alumnus Andrew T. Berlin '83 as part of the Forever Orange capital campaign. It was the second \$1 million gift from Berlin to the department's Sport Analytics program since 2018.

When Falk College launched a new degree in Sport Analytics in 2016, it was responding to the sport industry's need for trained professionals able to process and analyze ever-increasing amounts of information to guide data-driven decision making. The initial gift made numerous student-focused initiatives possible.

The second gift will provide programmatic support for immersion trips, academic competitions, faculty and student research, conference presentations, and guest speakers, among other items. The funds will also support the Berlin Scholarship Fund that supports Berlin Scholars (financial assistance provided to select undergraduate sport analytics students) and incoming students each year.

"This additional gift from Mr. Berlin will further expand the



Andrew T. Berlin

opportunities available for the students in our program," said Dr. Rodney Paul, professor of sport management and sport analytics program director. "Mr. Berlin is a leader in the business and sports world and continues to serve as a role model for our students. We are extremely grateful for his generosity and support."

The gift also helps to support the Berlin Sport Analytics Summer Academy at Syracuse University for high school students that features guest speakers, projects, lectures and activities. Participants benefit from gaining first-hand knowledge presented by Sport Analytics faculty and students while enhancing their analytical problem-solving and presentational skills.

Berlin is the Executive Chairman Sheild.AI, and former Chairman and Chief Executive Officer of Berlin Packaging. He graduated with a political science degree from the College of Arts and Sciences and the Maxwell School of Citizenship and Public Affairs. He earned a law degree at Loyola University of Chicago, attended the Executive Program at the Graduate School of Business at Stanford University, and studied military history at Boston University.

Sport Analytics students put Syracuse degree program on the map

Sport analytics is a fast-growing segment of the sport industry, where many young, aspiring sport professionals are choosing to make a career. They're data-driven—and they're catching the eye of sports teams all over the world. In fall 2016, Syracuse University's sport analytics program welcomed its first official freshmen class as the first undergraduate degree of its kind in the nation. The intensive program with coursework in economics, mathematics and computer programming has attracted students from around the world.

Since its launch, sport analytics at Syracuse has celebrated many successes. The program has established student-industry collaborations

with EDGE10, XFL, Spotted, and Syracuse University Athletics, among others. Students have secured professional job placements prior to graduation as well as internships with top sport industry organizations and major league teams. Students and faculty have published and presented research internationally and competed in prestigious industry and academic competitions, including SABR Diamond Dollars, MIT Sloan Sports Analytics, ACC Meeting of the Minds, Carnegie Mellon, and the Academy of Economics and Finance National Conference, among others. The program graduated four students in 2019, 13 in 2020, 24 in 2021, 37 in 2022 and 49 in 2023.

Here are some sport analytics program highlights from 2022-2023:

Eleven Sport Analytics seniors were named Berlin Scholars for the class of 2023: **John Asel, Sam Auerbach, Alexander Borelli, Kylie Dedrick, Shane Halpin, Ikuo Kobayashi, Austin Murphy, Matthew Penn, Seth Quinn, Jeremy Rosenbaum** and **Benjamin Wachtel**.

Falk's **Certificate of Advanced (CAS) Study in Sport Analytics** began in Spring 2022 with four courses being offered online. Seven students earned their CAS in May 2023. For the 2023-24 academic year, six courses are being offered with the launch of the **Master of Science in Sport Analytics** degree. This STEM designated program will welcome seven students into the inaugural class this fall. Courses are designed to be eight weeks in duration delivered entirely in an asynchronous online format. This structure maximizes exposure to the largest possible audience who would be interested in learning the necessary skills in this discipline. Working professionals in the sport industry will be attracted to the program due to the skills it offers, the convenience of being able to take courses asynchronously online, and the flexibility and upside in the industry it offers.



Jonah Soos '26 presented his research at the NINE Baseball Conference in Tempe, AZ, titled "MLB Umpires: The Study of Imperfection." Sport

Analytics Class of 2022 graduate **Preston Klaus MS '23** also presented "The Impact of Name, Image, and Likeness in the Dynamic College Baseball Landscape" at the conference. Klaus also was a member of the winning team at Sports Business Classroom's Summer 2022 Mock Trade Deadline Competition in Las Vegas.

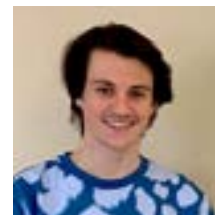
Eugene Tulyagijja '25 presented his research at the Fall 2022 New York State Economics Association (NYSEA) Conference. His paper, which was focused on "Web 3's impact on the sports business," won the most innovative research award at the event. **Tulyagijja** and **Jarrett Markman '24** also presented their research at the 2022 Carnegie Melon Sport Analytics Conference.



Johnny Asel '23 won the 2022 Doug Pappas Award for best oral research presentation at the "SABR 50" Conference in Baltimore in Fall

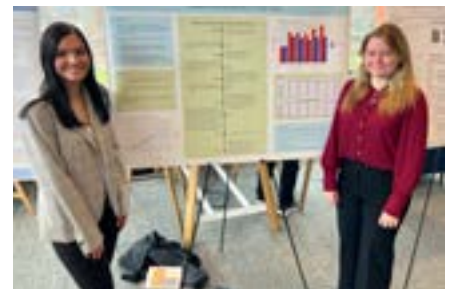
2022. His research was titled "Meta Pitch Tracking: How The Changes In Pitch Tracking Technologies Should Change How We Look At The Data They Collect." The Doug Pappas Award was originally established as the USA Today Sports Weekly Award in 1992 and renamed in 2004 to honor the late baseball researcher.

Alison Gilmore '24 was honored with the award for Positive Advocacy and Awareness at Syracuse University's "44 Stars of Excellence" Gala in May 2023. The 44 Stars of Excellence Awards acknowledge students, advisors, and recognized student organizations who demonstrate outstanding dedication and commitment to their organization and its mission. The Positive Advocacy Award is presented to students who have been the most effective in promoting social justice and raising awareness for a cause whether on the SU campus or in the greater community. Gilmore was also named a Remembrance Scholar for the Class of 2024, one of the highest honors given by Syracuse University.



Austin Murphy '23 won the best undergraduate research competition at the Academy of Economics and Finance conference in Orlando, Florida,

in February 2023. His paper, based on his senior thesis, was "The Madness of March: Using Betting Spreads to Identify Selection Bias in the NCAA Basketball Tournament." "Winning the competition was an amazing feeling and something I am very proud of," Murphy says. "I have put a lot of effort into my thesis, and it was incredibly rewarding to be recognized for my hard work. I'm hoping my success will inspire other students to continue developing their skills to push the success of this program to even higher levels."



Isabel Alfonso '25 (right), along with public health student Mara Miranda, presented their research, "Factors Associated with Neurodegenerative Causes of Death in Professional Football Players," at Syracuse University's SOURCE Spring 2023 Symposium. There they presented their initial findings on the association between risky plays and helmet regulations.



Sport Analytics students joined faculty and staff for a group basketball game to end the Spring 2023 semester.

Quinn Robnett '23 competed in the NHL Hack-A-Thon at the MIT/Sloan Sport Analytics Conference in Boston in March 2023.

Sixteen **Sport Analytics students** attended the 2023 MIT/Sloan Sport Analytics Conference in Boston. Twenty **Sport Analytics students** traveled to Phoenix, AZ, in March 2023 for the National Sabermetrics and Baseball Statistics Competition.

The **Third Annual Syracuse University Football Analytics Blitz** was held in Spring 2023. More than 10 teams from colleges and universities across the country participated in the event that featured judges from the Buffalo Bills, the Dallas Cowboys, the Baltimore Ravens, the Indianapolis Colts, Sports Info Solutions, the 33rd Team, Pro Football Focus, and TruMedia. The teams received their prompt the week before the competition and were given one week to solve the prompt and put together a presentation on their findings. Room winners included The University of Pennsylvania, Penn State University, and Duke University, with the University of Pennsylvania

team selected as the overall competition winner. Also, the Department hosted the inaugural Basketball Analytics Competition in Spring 2023 with 16 colleges and universities participating.



Sport Analytics students from the Class of 2023 at the Falk College Convocation in May 2023.

The **Sport Analytics Learning Community** for first-year students kept busy in 2022-23, meeting their fellow classmates as well as learning how to code, organizing various sports tournaments, participating in workshops focusing on Tableau and RStudio, meeting with faculty advisors, attending a



Jackson Hett '23 and Sport Analytics alumnus Preston Klaus '22, MS '23.

Thursday Night Football watch party, taking part in a faculty/students basketball game, and attending a Women in Hockey event at the Syracuse Crunch.

Jackson Hett '23 and Sport Analytics alumnus **Preston Klaus '22, MS '23** finished second at the 2023 Tulane University Pro Basketball Negotiation Competition (TPBNC) in New Orleans, Louisiana. The competition annually attracts competitors from top law schools across the United States and high-profile judges from the NBA. It was the highest finish by a non-law school team in the competition's history.

Class of 2021 Sport Analytics graduate **Nick Ricciardi** taught Sport Economics (SPM 365) for the department in Fall 2022 and Spring 2023.

As of May 2023, 44 students at Syracuse University are minoring in sport analytics.

Falk College will welcome 60 sport analytics freshmen to campus in Fall 2023.



Winners of the Milwaukee Bucks 2022 Hackathon were Chris Thomas '22, Ben Ayers '22, Dom Samangy '22, Brian Drew '22, Jared Lavigueur '22, RJ Frahm '25, Jackson Hett '23 and Seth Quinn '23. They are shown with Sport Analytics graduate CB Garrett '19 (far left), who works for the Bucks.



Sport Analytics students Marissa Schnieder, Kylie Dedrick, alumnus Seth Warner, alumnus Preston Klaus, Matt Penn, Sam Auerbach and Seth Quinn (from left) attended the 2023 MIT/Sloan Sport Analytics Conference in Boston.

Breaking Barriers at the Ballpark

Sport analytics major champions power of data to improve performance and is inspired to create a more inclusive society.

Alison Gilmore '24 has a deeply heartfelt passion for baseball and softball. Diagnosed at 2 ½ years old with cerebral palsy, she never had the opportunity to compete on the diamond, but she sure embraced the game.

The Pennsylvania native, who has a twin sister, settled in on the sidelines, rooting for her siblings, tracking statistics and joining her dad as a longtime dedicated fan of the Baltimore Orioles.

"The baseball and softball fields were kind of my home growing up," says Gilmore, a sport analytics major in Syracuse University's Falk College of Sport and Human Dynamics. "I looked forward to the early morning games. I loved interacting and watching them play—and my love of sports grew from that."

Gilmore attended the 2022 Society for American Baseball Research's 50th anniversary convention in Baltimore. She counts meeting members of the Baltimore Orioles' front office as among her highlights of the gathering.

Today, that love is evident. Gilmore relishes tuning into ballgames, soaking up stats and building her knowledge base. She's a Dean's List student who's enhancing her education with a minor in sport management and one in information management and technology from the School of Information Studies. All of this supports her focus on developing her programming and data analysis skills with the goal of landing a front-office analytics position with a Major League Baseball team after graduation.

"I think data is really powerful," she says. "To uncover extra information that could help a team or an organization improve its performance excites me."

Gilmore recognizes her identity as a disabled woman is a rarity in the male-dominated sport industry, and she is motivated by the idea of being a role model for others, carrying that drive with her beyond the playing fields. "I have always realized the importance of educating others in order to create a more inclusive society," she says.

As a disability advocate, she shares her story to help other students with disabilities navigate their journeys. She does that, in part, as a student assistant at the Intercultural Collective and Disability Cultural Center, where she welcomes students at the front desk and serves as a peer mentor. "I always say that my disability doesn't define me, but it's a huge part of my identity and who I am. Obviously our society was built for able-bodied individuals, and so I often have to overcome the inaccessibility and ableism that's deeply rooted in society," she says. "I'm faced with that every day, and I



Alison Gilmore '24 found a home in the Falk College of Sport and Human Dynamics, where she's taken advantage of opportunities to pursue a career in sport analytics.

have a huge compassion for individuals with disabilities, so being able to engage with them as a mentor is really important to me."

Finding the Right Fit

Gilmore saw sport analytics as a perfect way to combine her math and statistics skills with her love for sports—and she credits her father for first learning about the Syracuse University program and knowing she'd love it.

"I looked into sport analytics and from that day I knew I wanted to come to Syracuse," she says. "I'm so grateful to be here and forever grateful to my family for encouraging me."

Once on campus, Gilmore needed little encouragement to get involved. While facing some difficult challenges during her transition to college life, she appreciated the support she received from the Falk College community, especially sport analytics program manager Francesco Rivero G'05 and academic counselor Matthew Yager.

For instance, Rivero recalls Gilmore speaking to her peers in the Sport Analytics Living Learning Community at an event focused on diversity, equity, inclusion and accessibility (DEIA). "Alison was candid about her journey as a disabled woman studying in sports, and it was incredibly inspiring," he says. "She captivated the audience with her honesty, sharing her experiences in an effort to educate and inspire the first-year students. This was quintessential Alison, a young woman who is dedicated to impacting her community through her advocacy, insight and passion."

Digging into Data

Right off the bat, Gilmore joined the Sport Analytics Women club and currently serves as vice president of the student organization, which conducts research and networks with women leaders in the field. She also became a member of the Baseball Statistics and Sabermetrics Club, which does research and

competes in Diamond Dollars Case Competitions hosted by the Society for American Baseball Research (SABR). Her devotion to analyzing baseball stats was rewarded when she received an Anthony A. Yoseloff Foundation scholarship to attend SABR's 50th anniversary convention in August 2022 in Baltimore.

That wasn't Gilmore's only valuable experience that summer. She was also the recipient of a Women in Sports Tech Inc. Fellowship, which placed her at Zoomph—a sport analytics platform that tracks sponsorship, media-value exposure and audience behavior—as a social intelligence analyst intern.

As a Berlin Scholar at Falk, Gilmore is among an elite group of students in the sport analytics program who receive scholarship and financial assistance, participate in competitions and symposiums, and conduct research with a faculty mentor. Under the guidance of Professor Rodney Paul, director of the sport analytics program, she plans to explore the effectiveness of the changing roles of pitchers in Major League Baseball.

Spreading Passion and Inspiration

When Gilmore needs inspiration, she keeps in mind the work of acclaimed sportscaster Jason Benetti '05, whose broadcasts she's admired for years, long before she even knew he was a Syracuse alumnus or that they shared the same disability. Through the Falk College network, Gilmore connected with Benetti, who's now with Fox Sports. He serves as a mentor to her—his hard work, dedication and success showing her that "you can do anything if you put your mind to it," she says.

Outside of the sports world, Gilmore is passionate about making a positive impact on other students and helping them succeed. She meets prospective students as a Falk admissions ambassador and serves as a First-Year Seminar peer leader, facilitating DEIA discussions. She's been active in OrangeSeeds—the University's first-year volunteering and leadership empowerment program—as a participant, mentor and member of the executive and membership boards.

Gilmore cites her experiences at Syracuse University for helping her build leadership and public speaking skills and gain self-confidence, and she says the sport analytics program "has done wonders in preparing" her for the work she wants to pursue.

— Written by Jay Cox, Syracuse University Magazine, and originally published in December 2022



Stephen Smith is the Chief Executive Officer and Founder of Kitman Labs.



Caden Lippie '26, Zachary Palfey '23 and Jonah Soos '26 were three of the six Sport Analytics students from Syracuse University who spent the Spring 2023 semester working for the performance intelligence company Kitman Labs.

Falk College forms research partnership with Kitman Labs

Thanks to a collaboration between Falk College and Kitman Labs, six Sport Analytics students from Syracuse University experienced real-world opportunities during the Spring 2023 semester.

Kitman Labs is the world's leading sports science and performance analytics company. The six Sport Analytics majors from Falk's Department of Sport Management (Robert "RJ" Frahm, Benjamin Jennings, Caden Lippie, Garrett Naylor, Zachary Palfey, and Jonah Soos) were assigned weekly tasks to answer questions about the impact of the National Basketball Association (NBA) schedule on player injuries.

"The best way to learn the analytical skills we'll need for our future careers is to work directly with real-world data," says Palfey, who graduated in May 2023 and is now working as a digital analytics assistant for the NFL's Pittsburgh Steelers. "Kitman provided us with injury data, and we were tasked with gathering NBA schedule data. It was a great experience to match the two datasets and analyze different tendencies over time."

Kitman Labs has an established history of working with top teams and athletes across a variety of sports. The company's technology has been used by teams in many of the world's most elite sports leagues, including the NCAA, Premier League (soccer), and NFL.

"It's hard to emphasize the value of an experience like this; it takes everything we do in classes and applies it to the real world and sports industry," says Soos, who's in his second year of a 3+1 program majoring in sport analytics and minoring in sport management and economics. "It was a chance to learn and do

what I love, and our results mattered and can make a difference. It was a defining experience in my freshman year and a partnership I hope to continue in the future."

The opportunities to work with Kitman will continue for Soos and other Sport Analytics students as Kitman and Falk have announced a research partnership that will produce detailed analysis and findings on a wide range of topics on a quarterly basis starting in Fall 2023. Timely topics investigated in the studies will include the impact of load management and back-to-back games on the health and performance of NBA players, performances in women's sports, and other areas.

"My freshman year consisted of mostly general classes, so having an opportunity to work on an analytics project was great," says Lippie '26. "I also found the support from the other students I worked with to be extremely valuable. Going into the project with little experience, I was not expecting to be contributing much, however, with the support of the group and Kitman, I was able to contribute and learn a lot in the process."

Dr. Rodney Paul, director of the Sport Analytics program and a professor in the Department of Sport Management, is always on the lookout for potential business partners and he worked with adjunct professor and Sport Analytics alum Nick Riccardi on developing the partnership with Kitman.

"Kitman Labs is doing important, innovative, and informative work in sports, and it's an honor to have our students working on projects with them," Paul says. "From day one, they have shown a genuine interest in helping our students improve and preparing them for

work in the industry. We are excited about the collaboration between the talented professionals at Kitman and our students."

Soos, who worked with Paul in the fall of 2022 on an independent research project on Major League Baseball umpires, says he jumped on the opportunity to work with Kitman because "they're an exciting company doing exciting things." For the project, Soos created a "star-player" variable to measure the top players on each NBA team, and used that variable to assess injuries, team success, and how and when stars were injured or rested.

"Opportunities to work with real data while creating real conclusions and discoveries are few and far between for college students, let alone undergrads," Soos says. "Along with that, (Kitman's team) took the time to meet with us weekly, get to know us, and were quick to answer our questions and concerns."

Soos, Palfey and Lippie all say they want to thank Kitman, professors Paul and Riccardi, and their fellow Sport Analytics colleagues for their partnership and support this past spring. For Kitman, the feeling was mutual.

"We are proud to work with Professor Paul and the students at Falk College on a series of critical research topics that will help better understand and amplify the work we are doing in the space with a wide number of teams, leagues, and sports," says Stephen Smith, CEO and Founder of Kitman Labs. "Our goal is to continue to dig deeper on the how and why tied to data and performance success, and having a cooperative research partner at Syracuse will be invaluable in making these vital studies even more relevant, timely, and actionable."

Analytics clubs abound for all interests



Sport Analytics Women (SAW) Club members (back row from left) Piper Evans, Maddy Forster, Alison Gilmore, Kylie Dedrick, Danielle Napierski, Caitlin Kohlmeier, Claire Patin, Yaya Harman and Isabel Alfonso, as well as (front row from left) Adelaide Gilley and Anna Pierce.

In the classroom, Falk College Sport Analytics students take a deep dive into analyzing data in sport, while incorporating studies in arts and sciences with professional electives and liberal arts requirements. Outside of the classroom, students are encouraged to join organizations that fit their interests, educational goals and career aspirations. All student organizations meet weekly during the academic year. Visit falk.syr.edu/sport-management/student-organizations/ for more information.

Baseball Sabermetrics And Statistics Club

Sabermetrics is the study of advanced baseball statistics. This club conducts in-depth discussions about everything related to baseball, with members taking part in a fantasy baseball league and guest speakers brought in on a variety of topics throughout the year.

Over the course of the 2022-23 academic year, club members worked on several research projects including constructing a model for Beat the Streak, evaluating which pitchers could benefit from a change in pitch repertoire, and analyzing the effect of a pitcher's jersey color on hitter performance.

Club meetings also consisted of discussing Major League Baseball (MLB) current events, participating in a mock offseason where members act as the General Manager of a Major League Baseball franchise, and fun activities such as MLB jeopardy and watch parties.

The club welcomes numerous guest speakers throughout the year, including MLB execu-

tives, baseball publication writers and baseball analytics professionals such as Jeff Passan, MLB insider and columnist at ESPN; Sean Forman, President of Sports Reference; Scott Shapiro, Product Manager at Major League Baseball; Jennifer Brann, Baseball Analytics analyst for the Miami Marlins; and SU alumnus Justin Perline, Quantitative Analyst for the Pirates, among others.

In Spring 2023, for the ninth straight year, Club members participated in the Society of American Baseball Research (SABR) Analytics' Spring Diamond Dollars Case Competition in Phoenix (AZ). Undergraduate teams were separated into competition rooms, where they presented to judges. They also attended a Chicago Cubs Spring Training game.

Since 2015, SU SABR club members have



Members of the Baseball Sabermetrics and Statistics Club attended a Chicago Cubs Spring Training game in Phoenix, Arizona, in March 2023.

competed in the prestigious SABR Diamond Dollars Case Competition at NYU, and winning best presentation in 2017. Students are given a topic and then given five days to collect data, create a model, and prepare a 30-minute presentation on the topic to be given in New York City in front of Major League Baseball executives.

Club officers for 2022-23 were Alex Op-

pel, Matt Penn, Will Cave, Nathan Backman, Rob White, Dan Beim and Isabel Alfonso.

Basketball Analytics Club

The Syracuse University Basketball Analytics Club concluded its seventh year in 2022-2023 with more than 50 members who strive to uncover fascinating statistical trends in basketball through research as well as maintaining a fun environment to discuss and debate all things basketball.

The organization was assembled to conduct analysis on the NBA, NCAA, and high school basketball and has expedited the process of recording large sums of data at an efficient pace. Club members are working on research on a variety of topics focusing on professional and college basketball organizations, teams, players and business strategies.

During the 2022-23 academic year, guest speakers included Chris Robinson (Utah Jazz), Jay Porterfield (Los Angeles) Clippers, Buddy Scott (Boston Celtics), Nick Elam (Elam Ending) and SPM alum Dom Samangy (Arkansas Razorbacks.) Club members participated in the Syracuse University Basketball Analytics Competition, Mock Case Competition, Milwaukee Bucks Hackathon, Tulane Pro Basketball Negotiation Competition, Mock Trade Deadline, Expansion Draft, NBA Mock Draft, Fantasy Basketball League and a Scavenger Hunt.

Jackson Hett served as club president for 2022-23.

Football Analytics Club

The Football Analytics Club was established during the 2017-18 academic year and became an officially recognized Syracuse University student organization in Fall 2019. The club started with four members, grew to 40 the next year, and now features more than 75 members. The club meets weekly discussing all things related to football, conducting research, competing in trivia contests, and welcoming guest speakers, among other activities.

During the 2022-23 academic year, club members were active on their research projects as well as planning the Third Annual Syracuse University Football Analytics Blitz. Also, club members formed teams for the NFL's Big Data Bowl, working in groups to answer the prompt, while gaining valuable experience competing in the intense football analytics competition.

The Football Analytics Club routinely welcomes sport industry guest speakers, who give students insight into the use of analytics in both professional and college football.

Mitch Bereznavy served as club president for 2022-23.



Members of the Sport Analytics Hockey Club frequently got together to play floor hockey at the multipurpose court at SU's Barnes Center.

Hockey Analytics Club

The Hockey Analytics Club is a student-run organization that meets weekly during the academic year to discuss trends and events in the world of hockey. The Club also conducts analytical research and has worked with the Syracuse University women's ice hockey team, the AHL's Syracuse Crunch, and the Tenny Adult League.

During the 2022-23 year, the club continued its research project titled "NHL Roster Salary Composition's Effect on Team Success." Club members also staged various activities such as a mock trade deadline, club fantasy hockey league, in-season predictions discussions, draft and free agency prediction activities and an analytics-based scavenger hunt. Outside of club meetings, members frequently got together to play floor hockey at the multipurpose court at SU's Barnes Center.

Club officers for 2022-23 were Josh Freson, Aidan Pavlick, David Gold, Ian MacMiller and Quinn Robnett.

Soccer Analytics Club

The Soccer Analytics Club, which was founded in 2018, conducts analysis and research on the various soccer leagues around the world. Club members strive to improve the scope of analytics in the world of soccer, putting it on par with professional basketball and baseball. Students are busy with research projects, meeting with executives and analytics professionals from the soccer industry, attending conferences to present their research, and participating in competitions.

The club mainly focuses on its research



Students Jacob Graff, Caitlin Kohlmeier, Austin Murphy, Nathan Backman and Ryan Kamper (from left) at SABR 2023 in Phoenix.

element, creating a model to predict outcomes of soccer games in the top five European leagues and measured the success of the model against betting market odds. The club also continued its project of creating Real Plus Minus statistics for English Premier League players. Meetings feature guest speakers and industry executives.

The club provides a platform for students with a passion for soccer to discuss the sport and work together, conducting research using a variety of statistical methods and analytical tools. Find examples of their work on Twitter @CuseAnalytics.

Officers for the 2022-2023 academic year were Josh Freson, Nick Rovelli, Toby Chalk, Caleb Heller, David Gold and Jack Martin.

Sport Analytics Women (Saw) Club

Formed in Fall 2020, Falk College's Sport Analytics Women (SAW) Club strives to create a group of like-minded women to build relationships, assemble a support system and study sport analytics during their time at Syracuse University and into their post-graduate careers. The club's mission is to collaborate and serve as a positive advocate for women in sport analytics by connecting with each other as well as with professionals in the industry. The goal of creating relevant opportunities for club members is achieved through tutorials on programs such as R, SQL, Python and Tableau, group research projects and hosting guest speakers.

Guest speakers have included NBA interns Nora Brindle, Shyan Hardy, Laney Tillman and Elena Randolph as well as industry professionals Mark Simon (Sports Info Solutions), Ella Summer (Miami Dolphins), Julianne Jochym (Orlando City Soccer Club), Lindsay Barenz (Oakland Roots/Oakland Soul), Kelsey McDonald (Brooklyn Nets) and Juliette Gorson (FanDuel).

The Club also began a partnership with Sports Info Solutions, as members were paired based on their interests with individuals in the company, creating a mentor/mentee relationship. They also collaborated with WiSE to host a WiST information session, led by Syracuse alumna and WiST Marketing Coordinator Emma Henzes.

Club officers for 2022-23 were Kylie Dedrick, Alison Gilmore, Marissa Schneider, Piper Evans, Anna Pierce and Caitlin Kohlmeier.

Sportsbook Analytics Club

The Falk College Sportsbook Analytics Club was founded in 2019 in response to one of the fastest growing industries in the nation. The club and its members continue to explore, learn, and discuss the ever-changing landscape of sport prediction markets, such as legalized sports betting and daily fantasy sports.

The club has annually expanded both in membership and in programming. In addition to discussion about the industry's news and latest trends, the club has introduced workshops, competitions, and a collaboration with a start-up platform called Playd, a platform in which users trade stock in players using "Playd Cash" to try to build a portfolio.

In Spring 2023, the club hosted Adam Israel (SPM '19), Sportsbook Operations Coordinator at BetMGM, who gave valuable insight as to how BetMGM resolves client issues on its mobile app. Also, Jak Jones, Director of Online and Sportsbook Analytics at Caesars Entertainment, shared how to improve coding skills and better predict win probabilities in sport. The club worked with Jones to create multiple prediction models in Python.

Hunter Kuchenbaur served as club president in 2022-23.



Students Sean Boland, Alex Oppel, Alison Gilmore, Mark Kyranakis and Charlie Maddux (from left) at SABR 2023 in Phoenix.

Tennis Analytics Club

The Tennis Analytics Club was formed in Fall 2022 to bring together students who share a common interest in the sport. Club members conducted a research project on serving in the Association of Tennis Professionals (ATP), to look at point-win probabilities given first serve and second serve in/win percentage, to see if there were advantages to hitting first serves on both first and second serves. Club members met weekly to discuss relevant tournaments as well as news in the tennis sector of professional sports. They also researched websites such as FanDuel and DraftKings to determine tournament.

Jarrett Markman served as president for the 2022-23 academic year. Markman published an article titled "Evaluating Serve Tactics based on ATP Performance in 2022" on rpubs.com.

Rick Burton**David B. Falk endowed professor**

The former commissioner of the Australian National Basketball League, Burton published three new books during 2022-23: *Business the NHL Way*; *Into the Gorge* (a WWII novel) and *Invisible No More*, historical fiction about Syracuse legend Wilmeth Sidat-Singh. He is a regular contributor to *Sportico* and *Sports Business Journal*. Burton teaches courses on sport organization leadership, sport management, and baseball's role in American culture.

Dr. Lindsey Darvin**Assistant professor**

Dr. Darvin joined the department in Fall 2022 to teach classes in research methods and race, gender and diversity in sport. Prior to joining Syracuse University, Darvin was an assistant professor from 2018-22 at the State University of New York College at Cortland, where she taught sport ethics, athlete development, and administration of sport. She was also an adjunct professor at SU for four years prior to joining the faculty full time in 2022.

Dennis Deninger**Professor of practice**

The former ESPN production executive and three-time Emmy Award winner teaches Sport Communications, the Super Bowl and Society, and Sports, Media and Society courses. Deninger was the founding director of the Sports Communications graduate program at SU's Newhouse School.

Dr. Justin Ehrlich**Associate professor**

Dr. Ehrlich finished his fourth year at Syracuse University teaching sport analytics classes as well as mentoring students on research projects. Ehrlich was promoted to associate professor and granted tenure at the conclusion of the 2022-23 academic year. His research findings were showcased at the annual meeting of the Southern Economic Association and the Western Conference on Football and Finance. He spent the Fall 2022 semester on sabbatical leave.

Dr. Mary Graham**Professor**

Dr. Graham completed her first year as Syracuse University's Faculty Athletics Representative to the NCAA and the ACC, advocating for student-athlete academics and well-being. Dr. Graham is co-editor of the *Seneca Falls Dialogues Journal*, and she serves on the editorial board of *Human Resource Management*. She is also on the board of the Research Methods Division of the Academy of Management.

Dr. Jeeyoon Kim**Associate professor**

Dr. Kim was promoted to associate professor and granted tenure at the conclusion of the 2022-23 academic year. Her manuscripts were accepted to journals, including *Sport Management Review* and *Sport Marketing Quarterly*. She presented her research at the 2022 Sport Marketing Association conference (Charlotte) and the 2023 North American Society for Sport Management conference (Montreal). She has taken the lead on the department's biennial Lake Placid Olympic trip and the Olympic Odyssey trip to Europe.

Dr. Jeremy Losak**Assistant professor**

Dr. Losak completed his fourth year at Syracuse University, teaching sport analytics classes and co-advising the Sport Management Club in addition to other sport analytics student organizations. He presented research in Helsinki, New York City and Phoenix, and published in the *Journal of Sport Economics* and *International Journal of Sport Finance*. His research covers sport betting markets, college athletics, and the business of baseball.

Dr. Jason Maddox**Assistant professor**

Dr. Maddox joined the Sport Analytics faculty in 2022. He teaches sport data analysis and R for sport analytics. Prior to joining Syracuse, Maddox spent the previous nine years at Baylor, earning both his B.S. and M.S. in Statistics, and his Ph.D. Maddox served as a manager/graduate assistant with the Baylor Men's Basketball team from 2015-2021.

Kevin McNeill**Assistant teaching professor**

McNeill joined the department as an internship placement coordinator in 2019 after spending 12 years at Le Moyne College as associate athletics director for marketing. McNeill transitioned into the role of assistant teaching professor in Falk College in Fall 2021 to teach the department's Sport Technology courses.

David Meluni**Associate teaching professor**

Meluni was promoted to associate teaching professor at the conclusion of the 2022-23 academic year. He spent four years as an adjunct professor in Sport Management before joining the faculty full time in 2018. Meluni, who has 20 years of experience in the sport industry, teaches sales, marketing, NIL, sponsorship and promotion courses at SU. He also serves as the faculty advisor for the Sport Sales and Marketing Club.

Dr. Rodney Paul**Professor, Analytics Program Director**

Dr. Paul presented his research at the Academy of Economics and Finance Conference, NINE and the European Sports Economics Association Conference among others. He is a world-renowned sports economist who has been quoted by media outlets around the world. He also serves as co-advisor of SU's Baseball Statistics and Sabermetrics Club, teaches Sport Analytics courses at SU and oversees sport analytics senior thesis projects.

Dr. Gina Pauline**Associate professor, undergraduate program director**

Dr. Pauline, who has taught at SU since 2006, works on curriculum, course development, academic affairs, assessment planning, and is involved with SU Project Advance in the offering of sport management classes to high school students. Dr. Pauline is an advocate for women in sport and has pioneered several initiatives. She also teaches in Falk College's Sport Venue and Event Management graduate program.

Dr. Jeff Pauline
Associate professor



Dr. Pauline attended the 2023 Association for Applied Sport Psychology (AASP) national conference. He serves on the AASP Continuing Education Committee and is also a member of AASP and the SU Appeals Board. He oversees minors in the department as well as 'Cuse Crew, and the SPM 270/470 experiential credit program. He served as director of the Sport Venue and Event Management graduate program for seven years.

Dr. Shane Sanders
Professor



Dr. Sanders has published a course supplementary textbook and 72 peer-reviewed journal articles in leading journals of economics, statistics and social science (*Journal of Business and Economic Statistics, Journal of Behavioral and Experimental Finance, Social Indicators Research, and Economics Letters*, among others). His research work has garnered \$120,000 in grant funding from such sources as FIFA and the QuantGov Policy Analytics Program.

Dr. Adrian Simion
Assistant professor



Dr. Simion, who joined the department in 2022 and earned his Ph.D. in 2023, will become an Assistant Professor for 2023-24 after previously serving this past year as Instructor in Sport Analytics at Syracuse University. He teaches classes on python programming for web scraping and statistical analysis.

Michael Veley
Director and chair, Rhonda S. Falk endowed professor



Veley, who has worked at Syracuse University since 1995, is the founding director of the Sport Management program at SU. He serves as vice president of the Syracuse Sports Corporation, is the public address announcer for SU football and basketball games, and the advisor of the Sport Management Club. Veley spent nearly two decades working as a Division I athletic administrator. Veley will retire after this academic year.

Dr. Patrick Walsh
Associate professor, graduate program director



Dr. Walsh began leading the Sport Venue and Event Management graduate program in Summer 2022. He presented his research at the 2022 Sport Marketing Association conference, had research published in *Sport, Business and Management: An International Journal*, and is an author of a leading sport marketing textbook.

Dr. John Wolohan
Professor



Dr. Wolohan continued to write a monthly *Sports Law Report* in *Athletic Business*. Wolohan, who also teaches in SU's College of Law, was invited to give talks on Name, Image and Likeness and antitrust law at Yeshiva University; as well as a lecture on the shifting legal landscape of collegiate competition at the University of Memphis School of Law. He has several papers that will publish in Fall 2023.

Erin Brooks joined the department as an Office Coordinator in Fall 2022. She works closely with sport analytics faculty, staff and students to plan conference attendance as well as provides assistance to office visitors.



Margie Chetney finished her 10th year in Sport Management as an administrative assistant. She works closely with students and faculty, manages department events, serves as editor of the SPM Newsletter and websites, plans faculty and student conferences, and handles social media and news for the department.



Jackie Dorchester joined the department in Fall 2022 as the Sport Analytics Program Coordinator. She advises Sport Analytics majors and works with students in the Certificate of Advanced Study and online Master of Science in Analytics degrees. Prior to Falk, Dorchester worked as an Academic Advisor in SU's Whitman School of Management. She also teaches SPM 201.



Kailyn Jennings joined the Department of Sport Management in Summer 2021. She works with seniors on Capstone guidance, and undergraduates on internships and advising. Prior to SU, Jennings worked at the University of Tennessee (Knoxville), Chapman University and Villanova University. She teaches SPM 201 and SPM 455 and is the co-advisor for the Women in Sports and Events (WISE) Club.



Aaron Knighton started as an Internship Placement Coordinator in Fall 2022. He advises Sport Management students, and assists with internships, senior Capstones, and professional networking. He previously worked as an Academic Advisor in the SI Newhouse School of Public Communication at SU. He also teaches SPM 201 and SPM 455.



Beth Perez started as an Internship Placement Coordinator in 2022. She works with seniors on Capstone guidance, and undergraduates on internships and advising. She previously worked as an Academic Counselor in SU's School of Education, as well as at Cornell University. She also teaches SPM 201 and SPM 455 and is the co-advisor for the Women in Sports and Events (WISE) Club.



Francesco Rivero finished his seventh year in the department, and third full year as the program manager for Sport Analytics. He advises Sport Analytics majors, connecting them to industry internships and jobs, as well as working to develop partnerships to benefit the program. He assists Sport Analytics students with conference and competition attendance, teaches SPM 201 and also serves as the Sport Analytics minor coordinator.



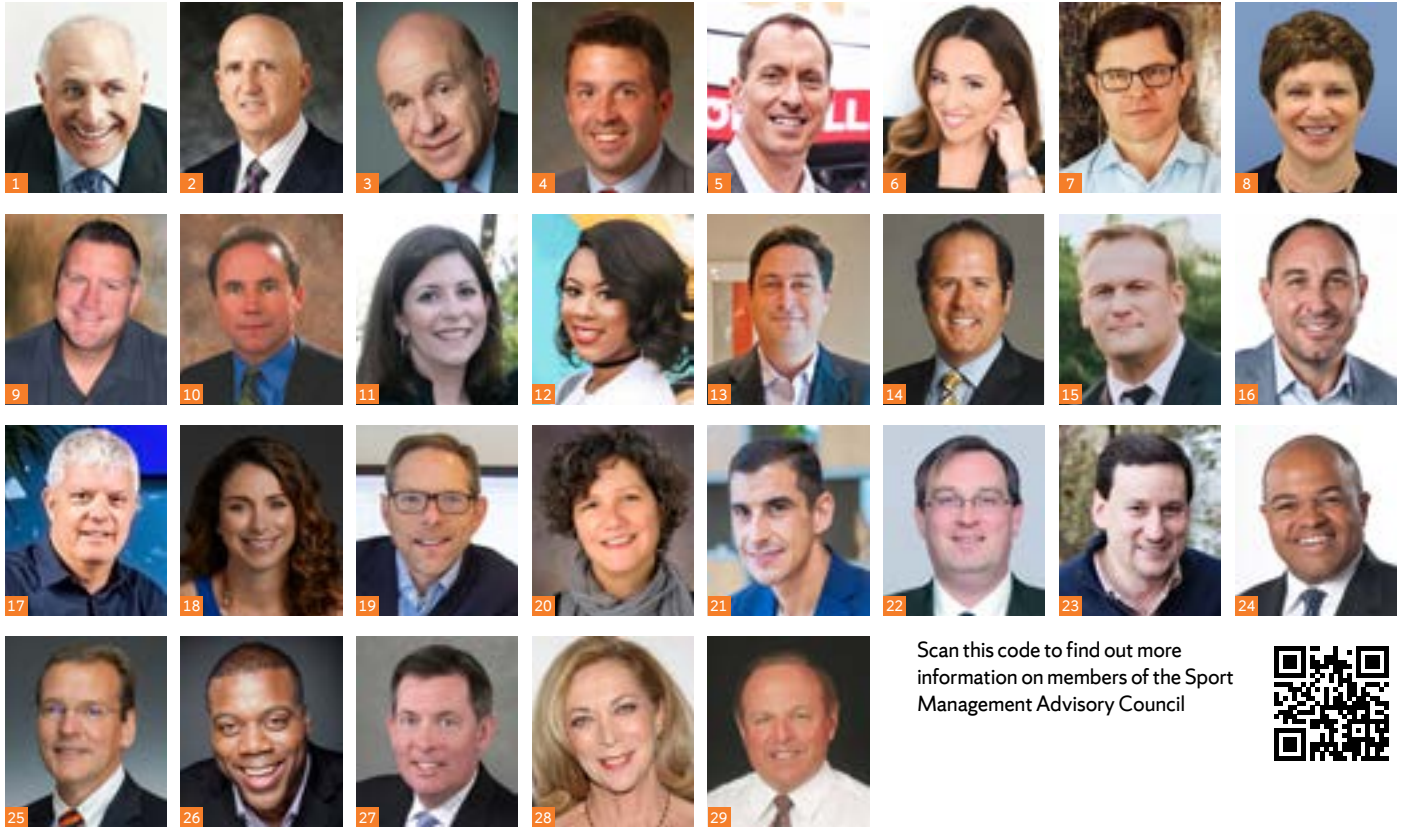
Kathryn Tunkel, who celebrated her 30th year at Syracuse University in 2023, retired as an administrative assistant in August 2023.



Roxanne Tupper joined the department in Summer 2023 as the administrative assistant to SPM director Michael Veley. She works closely with students and faculty, handles course scheduling, classroom assignments, Intra-University Transfer and SPM minor applications, and student enrollment. She is a former teacher who has two Masters degrees.

Sport Management staff updates

Sport Management Advisory Council



Scan this code to find out more information on members of the Sport Management Advisory Council



The Sport Management Advisory Council is comprised of a “Who’s Who in Sports.” This esteemed group of sport industry professionals and practitioners provides an inner circle of advisors and supporters for the Department of Sport Management. The council provides input and guidance for short- and long-term goals, student internships, employment opportunities, curriculum development and classroom instruction. It champions the program to prospective supporters, students, business colleagues and the community.

Chair Members

- 1 **Brandon Steiner**, Founder/Chief Executive Officer, The Steiner Agency/Collectible Exchange
- 2 **David Falk**, Founder/Chief Executive Officer, F.A.M.E.

Council Members,

- 3 **Ronald Bernard**, President, LWB Consulting
- 4 **Russ Brandon**, President, XFL
- 5 **Nick Carparelli Jr.**, Executive Director, Bowl Season
- 6 **Kelly Downing**, Marketing Consultant,
- 7 **Michael Duda**, Co-Founder, Managing Partner, Bullish Inc.
- 8 **Patti Fallick**, Managing Director of Broadcast Operations, United States Tennis Association
- 9 **Shawn Garrity**, Chief Executive Officer, Circle TPR

- 10 **Mark Geddis**, President/Chief Executive Officer, Geddis Holdings, Inc.
- 11 **Pam Hollander**, Vice President of Marketing Strategy and Client Success, TSMGI
- 12 **Jasmine Jordan-Christmas**, Sports Marketing Field Representative, Nike, Inc.
- 13 **Cliff Kaplan**, Chairman, Equity Sports Partners
- 14 **David Kleinhandler**, Chairman, Blackridge Capital
- 15 **Rob Konrad**, Chairman, Alterna Financial
- 16 **Christopher Lencheski**, Chairman, Phoenicia Sport and Entertainment
- 17 **David Levy**, Chairman, Genius Sports
- 18 **Deidra Maddock**, Vice President of Marketing, Disney Media and Entertainment Distribution
- 19 **Sandy Montag**, President/Chief Executive Officer, The Montag Group
- 20 **Laurie Orlando**, Senior Vice President, CBS News

- 21 **Michael Patent**, Managing Director, Culture Group
- 22 **Kevin Rochlitz**, Senior Vice President/Chief Sales Officer, Baltimore Ravens
- 23 **Jeff Rubin**, Founder/CEO, SideArm Sports
- 24 **Mike Tirico**, Play by Play Announcer/Anchor, NBC Sports
- 25 **John Wildhack**, Director of Athletics, Syracuse University
- 26 **Roland Williams**, Founder and Chairman, Champion Academy

Emeriti Members

- 27 **Ben C. Sutton Jr.**, Founder and Chairman, Teall Investments
- 28 **Kathrine Switzer**, President of Marathon Woman & AtAlanta Sports Promotions, Inc.
- 29 **Michael Wohl**, President, Coral Rock Development Group

Mission: To be the preeminent student-centered experiential learning, scholarship and teaching institution, by forming a unique partnership among students, faculty, high-profile industry leaders and staff, all collaborating to maximize academic, professional and personal growth.

Emerging Leaders Council



The Syracuse University Emerging Leaders Council (ELC) exists as a core group of the Sport Management Department's most committed and influential young alumni who are focused on providing guidance in various ways to current Sport Management, Sport Analytics, and Sport Venue and Event Management students. This guidance includes staying in tune with the trends of the sport industry; assisting with Capstone, practicum and internship placements; and being strong advocates for the academic program in their community.

- 1 **Dan Anyaegbunam**, Associate Counsel, Think450
- 2 **Harrison Avigdor**, Fantasy and Betting Partnerships, National Basketball Association
- 3 **Alec Bieber**, Lifecycle Marketing Manager, Overtime
- 4 **Carly Caporizzo**, Commercial Enablement Manager, Nielsen
- 5 **Jenna Harmer Curry**, Volunteer and Event Administration Director, LIV Golf League at Par 5 Group
- 6 **P.J. Davidson**, Chief Revenue Officer, SQWAD
- 6 **CB Garrett**, Research and Innovation Analyst, Milwaukee Bucks
- 8 **Scott Kevy**, Senior Manager, Wasserman
- 9 **Harrison Laifer**, Vice President of Brand Partnerships, Morgan Stanley

- 10 **Jeremy Losak**, Sport Analytics Assistant Professor, Syracuse University
- 11 **Hugo Marsans**, Partnerships and Client Solutions, DAZN
- 12 **Ian McFate**, Director of Growth, Sports and Entertainment, Aramark
- 13 **Connor Monzo**, Senior Specialist, Premium Sales and Service, New York Yankees
- 14 **Ari Moskowitz**, Business Development Manager, WSC Sports
- 15 **Hannah Rafferty**, Executive Producer, Filmiamo Productions
- 16 **Lori Robinson**, Player Engagement Manager, Baltimore Ravens
- 17 **Kate Ruben**, Senior Manager of Sports and Entertainment Partnerships, CLEAR
- 18 **Hanna Sanford**, Community Engagement Manager, Seattle Seahawks
- 19 **Steve Shur**, Attorney, K&L Gates

- 20 **Jake Silverman**, Deputy Athletic Director for Administration, Brown University
- 21 **Sam Spector**, Director of Business Development, CLEAR
- 22 **Jonathan Stahler**, Founder, President and Managing Attorney, Stahler Sports & Entertainment Law
- 23 **Gordie Taylor**, Senior Director of Brand and Product, Implus
- 24 **Ben Theytaz**, Business Development Coordinator, NBA
- 25 **Wei "Ellen" Wang**, Athlete Marketing, NIKE
- 26 **Alyssa Wood**, Director, Consulting, MKTG Sports and Entertainment
- 27 **Anna Zorn**, Director of Operations, Soldier Field

If you would like more information about the Emerging Leaders Council, please email Alyssa Wood at Alyssa.Wood@mktg.com.

To our Sport Management, Sport Analytics, and Sport Venue and Event Management alumni

We are so thankful for the commitment that our alumni make to be sure our students feel supported throughout their undergraduate career. Whether you participated in a mentorship team for our first-year students, hired our students for Capstones, internships, or full-time positions, or even simply responded to an email or phone call from a student, you have helped to boost their SU experience.

Please continue to stay connected to us by following Sport Management on Twitter @SUSportMgmt, and “like” us on Facebook at SU Falk College Department of Sport Management.

To post a job or view job postings, join the Falk College Alumni Page on LinkedIn: [linkedin.com/groups/5117648](https://www.linkedin.com/groups/5117648)

If your employment information on the following pages is inaccurate, please email your updates to records@syr.edu to be sure Syracuse University has your current information on file.

If you want to get involved but aren't sure how, call us at 315-443-9881. We love to hear from our esteemed alumni.

Thank you for your unwavering support!

SPORT ANALYTICS

CLASS OF 2019

Cody Barbuto
Business Intelligence Analyst
United Auto Supply

William Dalton
Senior Analyst
BetMGM

CB Garrett IV
Research and Innovation Analyst
Milwaukee Bucks

Joshua Hentschel
Assistant Basketball Coach
Lake Superior State University

Justin Perline
Senior Quantitative Analyst
Pittsburgh Pirates

Evan Weiss
Football Analyst
Buffalo Bills

CLASS OF 2020

Dylan Blechner
Data Engineer
Kraft Analytics Group

William Friedeman
Risk and Financial Advisory Analyst
Deloitte Touche Tohmatsu Ltd.

Daniel Goetz
Consultant, Data and Analytics
EY

Gareth Jobling
CRM Coordinator
Cleveland Cavaliers

Cameron Johnson
Diabetes Sales Specialist
Syneos Health

Kyle Liotta
Senior Account Analyst
Eventellect

Stephen McClain
Clinical Data Analyst
UPMC

Colby Olson
Co-Founder
Just Baseball Media

Nick Riccardi
Adjunct Professor
Syracuse University

Joseph Sabel
Solutions Engineering Analyst
Deloitte Consulting

Nicholas Schloop
Modeling Analyst
NYCM Insurance

CLASS OF 2021

Zachary Anhalt
Business Analyst
Logitix

Jonathan Bosch
Data Analyst
Zensah

Baillie Brown
Associate Data Quality Analyst
Major League Baseball

Jacob Cummis
Valuation Analyst
Endeavor Operating Company

Joseph Deaton
Marketing Data Specialist
International Tennis Hall of Fame

Steven Dimaria
Advance Scouting Analyst
New York Yankees

Drew Disanto
Sports Performance Data Analyst
Buffalo Bills

Jack Dolitsky
Data Analyst
Assemble Partners

Nicolas Giancola
Energy Consultant
Sunrun

James Hyman
Basketball and Business Intelligence Analyst
Connecticut Sun

Nathan Kellar
Analyst, Strategy and Analytics
Ford Field, E15 Group

Sean Kenney
Digital Sportsbook Planning Specialist
Caesar's Digital

Zachary Koepfel
Digital Researcher
National Football League

Colin Krantz
Data Analyst
Kiewit

Samuel Marteka
Consulting Analyst
Kraft Analytics Group

Dylan McGee
Data Scientist
MVP

Cameron Mitchell
Graduate Student, Applied Data Science
Syracuse University

Lintaro Miyashin
Graduate Student, Data Science
Monash University

Trevor Olofson
Junior Associate, Growth Consulting
IRI

Alejandro Pesantez
Statistics Analyst I
ESPN

Justin Philbin
Business Intelligence Analyst
Lifetime Brands

Harrison Platt
J.D. Candidate
University of Miami School of Law

Kushal Shah
Sports Trader
FanDuel

Davis Showell
M.S. Sport Business, Analytics
Temple University

Dax Speakman
Strategy and Analytics Intern
Los Angeles Rams

CLASS OF 2022

Matthew Adams
Performance Analyst
University of Michigan Volleyball Athletics

Benjamin Allen
Data Analyst and System Lead
Clearinghouse CDFI

Ben Ayers
Content Specialist
PlayStation

Evan Baum
Quakes University Rookie
San Jose Earthquakes Soccer

Daniel Beim
Data Strategist
DKC

Joe Chen
In-Play Trader I
Caesars Sportsbook and Casino

Joshua Danzig
Data Analyst
FanDuel

Brian Drew
Sport Trader, CRM and Analytics Specialist
Legends at Syracuse University

Dante Giugliano
Sports Trader, Hockey
FanDuel

Shane Halpin
Student Associate, Finance and Data Analytics
Madison Square Garden Entertainment Corporation

Colin Hardy
Business Intelligence Analyst
Columbus Blue Jackets

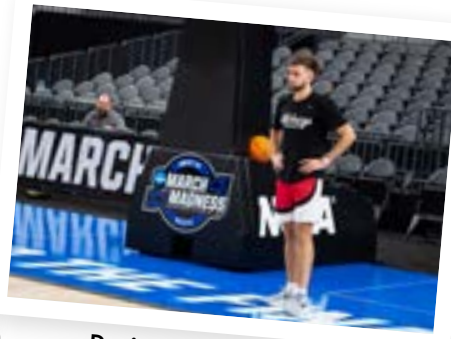
Justin Harrington
Quality Manager
Epic

Gabriel Herz
Masters in Applied Data Science
Syracuse University

Liam Hogan
Masters in Applied Data Science
Syracuse University



Charma Harris (SPM 2013), Jenna Harmer Curry (SPM 2015) and Elizabeth Snyder (SPM 2022)



Dominic Samangy (SAL 2022)



Gordon Taubenfeld (SPM 2022)

Kevin Ivers
Athletic Care and
Performance Fellow
New York Jets

Andrew Kelly
Trader
DraftKings

Preston Klaus
Salary Cap and Strategy
Intern
Dallas Mavericks

Jared Lavigueur
Coordinator, Analytics
and Events
The Tournament (TBT/
TST)

Nathaniel Mahoney
Analytics Lead
SponsorUnited

Mackenzie Mangos
Player Valuation Analyst
Pittsburgh Pirates

Brendan McKeown
Sports Trader
FanDuel

Connor Meissner
Masters in Applied Data
Science
Syracuse University

Eli Miller
Analytics Intern
SBRnet

Drake Mills
Trading Analyst
Sportradar

Jacob Murrer
Data Analyst
RMEI Medical Education

Daniel Nagle
Analytics Intern
UPS

Michael O'Connor
Freelance, On Air Talent
ACC Network

Hughston Preston
Biomechanist
P3 Applied Sports Science

Dominic Samangy
Basketball Analytics
Coordinator
New Orleans Pelicans

Chase Seibold
Intern
Washington Nationals

Cooper Shawver
Enterprise Analyst
DICK'S Sporting Goods

Ryan Song
GPPI Intern
ThermoFisher Scientific

Quinn Spangler
Data Analyst
Cleveland Cavaliers

Christopher Thomas
Men's Basketball Graduate
Assistant
Syracuse University

Ward Walton
Data Scientist
Sedgwick

Seth Warner
Researcher
The MLB Network

David Zukowski
Sports Wagering Integrity
Analyst
U.S. Integrity

SPORT MANAGEMENT

CLASS OF 2008

Stephanie Bissett
Assistant Athletic Director
Loomis Chaffee School

Jason Blanchette
Associate Director of
Sports Marketing and Fan
Engagement
Boston College

Austin Blumstein
Ticket Operations
New York Mets

Lauren Borst
Change Management Lead
Orbia

Lindsey Campbell
Senior Manager, Crisis
Communication
Electronic Arts

Nicole Cost
Proposal Writer
Carrot Fertility

Lauren Fischer
Teacher
The Willows Community
School

Brian Goodman
SEO Specialist
Go Local Interactive

Saurab Guha
Vice President
Highlander Partners

Alana Hancock
Senior Indirect Marketing
Lead
DISH Network

Kelly Harrington
Vice President of Account
Management
Dentsu Creative

Jonathan Hight
Digital Lead, Senior
Partner
MediaCom

Amy Lawicki
Senior Event Manager
Arrow Electronics

Ian McFate
Director of Growth, Sports
and Entertainment
ARAMARK Corporation

Casey Miller
Director of Revenue
Tempus Ex Machina

Julie Nemeroff
Senior Manager,
Hospitality, Business
Operations, and Global
Partnerships
National Basketball
Association

Bradley Peetoom
Sales Manager
Lhoist North America of
Canada

Jeffery Petrino
Senior Director
of Consulting Group
Montag Group

Michael Ross
National Scout
National Football League

Steven Shur
Attorney
K&L Gates

Jacob Silverman
Deputy Athletic Director
for Administration
Brown University

Jackie Stanmyre
Assistant Director of the
Center for Gambling
Studies
Rutgers University

Alexander Suskind
Senior Editor
Entertainment Weekly

Matthew Van Pelt
Vice President, Finance
Operations
St. Peter's Health Partners
Medical Associates

Heather Widell
Owner and President
Law offices of Heather A.
Widell

Robert Wynn
Business Manager
Northfield Consulting
Group

CLASS OF 2009

Emily Arrighi
On-Air Specialist
ESPN

Isabella Babienco
Client Services
VIZIO

Daniel Bain
Director of Booking and
Events
Charlotte Hornets

Brian Belsky
Senior General Manager
The Bozzuto Group

Robert Cavicchia
Assistant Men's Soccer
Coach
Seneca College

Thomas Flynn
Director, U.S. Experiential
Marketing and Customer
Engagement
American Express
Company

Jina Freiberg
Senior Grants Manager
Katz Amsterdam
Foundation

John Galvin
Business Development
Associate
D.W. Clark

Matthew Gay
Corporate Partnerships
Sales Manager
Detroit Tigers

John-Christopher Higgins
Project Manager
LiRo Group

Evan Intrater
Engineering Leadership
Hiring
Lyft

Ryan Jody
Video Specialist
Google

Shawn Jordan
Event and Stadium
Operations Assistant
Camping World Stadium

Michael Juhas
Senior Vice President,
Client Services
CPXi

Patrick Kermond
Production Manager
Burnham Boat Slings

Richard Lampasi
Producer
Mile High Sports Radio

Gary Langlais
Senior Corporate Counsel
CSC ServiceWorks

Daniel Lehane
Area General Manager
Nissan Motor Company

Samantha Levenson
Vice President, Talent
Acquisition
FanDuel

Jeffrey Lipschutz
Vice President Associate
General Counsel
Glenmede Corporation

Jorden Maljovec
Attorney
Law office of Jorden Rosen
Maljovec

Lena Masri
Development Director/
Instructor
The Right Step

Martin Meltzer
Litigation and Sports
Business Development
DLA Piper LLP

Thornton Mountford
Director of Operations
Yadara

John E. Orsenigo
Service Dispatcher
Palisades Fuel

Brett Payne
Sales Manager
Snap-On

Matthew Perry
Inside Sales Manager
SailPoint

Lori Robinson
Player Engagement
Assistant
Baltimore Ravens

Marc Rutchik
Vice President of Sales
Bustle Digital Group

Tiffany Selig
Chief Operating Officer
Selig Enterprises Company



Paige Serra (SPM 2017)



Peri Lamkin (SPM 2022)



Sierra Lever (SVEM 2014)

Adam Sternbach

General Counsel
Fractional Token
Company

Jeffrey Stolzenberg

Freelance Web Designer
and Developer
Stolzy Designs

Greg Szklany

Public Relations Specialist
American Dairy
Association North East

Delante Thomas

Chief Ethics officer
City of Cleveland

Ashley Van Hoff

Attorney
McDermott Will and
Emery

Evan Vandenabeele

Business Development and
Sales Manager
Arrayo

Jason Yakubovich

Founder
Reshyne

CLASS OF 2010**Alexander Abramo**

Buyer Specialist
Denman Properties at
Compass

Andrew Abramson

Partner
Riviera Partners

Mark Alken

Media Services
Coordinator
CBS

Michael Bassewitz

Senior Account Executive
Paragon Marketing Group

Alyssa Bleaken

Accounts Representative
Cornell University

Ashley Brantman

Senior Vice President
Jack Morton Worldwide

Thomas Brewster

Chief of Staff to the Chief
Executive Officer
Boston Bruins and TD
Garden

Zachary Chernes

Account Director
SwellShark

Andrew Cohn

Brand Manager
Deloitte Touche Tohmatsu
Ltd.

Stacie Creasea

Sport and Entertainment
Consultant

Rachel Daniels

Special Events Manager
Bo's Place

Edwin Dei

Senior Project Manager
Concise Media Design

Michael DiTrani

Vice President, Senior
Fund Accountant
Capstone Investment
Advisors

Trevor Ferris

Continuous Improvement
Analyst
Uline

T. Willem Flohr

Vice President/Director of
Business Solutions
Horizon Next

Gregory Frias

Production Manager
CBS Sports

Jason Gorsky

Manager, Technical
Recruiting
MongoDB

Matthew Grodd

Manager
Day Lumber Company

Joseph Jacobi

Waste Water Operator
Joint Meeting of Essex and
Union Counties

Bradley Kallet

Content Editor
LinkedIn Corporation

Michael Kravec

Operations Manager
Allegiant Stadium

Nicole Langlais

Senior Manager Business
Development
RVshare

Christine Leach

Director of Group Sales
Boston Celtics

Joshua Levy

Non-Scripted TV/
Broadcast Agent
William Morris Endeavor
Entertainment

Joshua Lewis

Partner Development
offFIELD

Brandon Mahaffy

Senior Manager,
DraftKings

Eileen May-West

Program Director
Wasatch Adaptive Sports

David McIsaac

Community Partnerships
Manager
Good Sports

Joseph Meyer

Senior Financial Analyst
Bon Secours Mercy Health

Alyson Miksitz

Associate Underwriter
Zurich North America
Ltd.

Arinze Onuaku

Professional Basketball
Player
Bahrain Basketball
Association

Andrew Park

Director, Client Services
Doman Group

Joseph Persoff

Deputy City Attorney,
Business and Complex
Litigation
City of Los Angeles

Jonathan Piken

Broker-Dealer Manager
Prudential Financial

Erick Posser

Senior Legal Counsel
Stash

Jonathan Prinsell

Director of Business
Intelligence and Data
Analytics
Hamilton Tiger-Cats

Matthew Reynolds

Special Assistant to the
Head Coach
Boston Celtics

Aneesh Saxena

Senior Product Manager
Wayfair

Zachary Siegal-Eisman

Vice President of
Marketing
Crowd Surf

Christopher Sotiropulos

Vice President of Stadium
Operations
Las Vegas Raiders

Ashley Spicer

Business Operations
Manager
Amy Myers MD

Samuel Staton

Director of Events and
Travel
Northern California Golf
Association

Kevin Stone

Ticket Sales Manager
Boston Bruins and TD
Garden

Gordon Taylor

Senior Director of Product
and Brand
Implus

Matthew Watson

Attorney
Richards and Connor

Spencer Weinman

Chief Revenue officer
QuickFrame

Peter Weintraub

Law Clerk
Esagoff Law Group

Sharifa Wilkinson

Last Mile Manager Lead
Supreme Committee For
Delivery and Legacy

Samuel Wood

Stats Auditor and Research
Analyst
National Hockey League

Tyler Young

Senior Director, Business
Operations and Chief of
Staff to the CFO
Braze

CLASS OF 2011**Antwon Bailey**

Teacher
St. John's College High
School

Adam Baldassarre

Vice President of Business
Development
SME Entertainment Group

Brendan Barca

Co-Founder, Coach,
Consultant and Speaker
Brendan Barca Solutions

Andrew Bennett

New Business
Development Executive
Arizona Coyotes

Basil Bourque

Counsel, GTM -
Regulatory
Marqeta, Inc

Arielle Burks

Marketing and Public
Relations Manager/Project
Manager
RYCARS Construction

Jordan Cooper

Partner Success Manager
Andela

Zachary Cravitz

Marketing Coordinator
Florida Panthers

Devin DePoint

Product Manager
Vista Equity Partners

Andrew Diamond

Manager, Sports
Partnerships and
Marketing
SiriusXM

Shantel Fair

Head Teacher
Stevens Cooperative
School

Richard Granato

Ticket Representative
Jet Set Sports

Devon Heinen

Freelance Journalist

Thuong Hoang

Financial Planning and
Analysis Manager
Publicis Groupe

Julian Hucal

Business Transformation,
Canada
Silicon Valley Bank

Maxx Kanter

Associate Account
Director
Young and Rubicam
Group

Matthew Kramer

Sales Associate
CGI Communications

Elana Kuflik

Special Education Teacher
New York City
Department of Education

Erin LaMay

Grade 7 Laborer
Olympic Regional
Development Authority

Marie Letterii

Associate Director of
Admissions
Orange County
Community College

Max Levitt

Founder/Executive
Director
Leveling the Playing Field

Alexander Lewin

Director, Commercial
Video and Audio
Reuters

Daniel Magnante

Creative Executive
Feigco Entertainment

Brian Meyer

Senior Account Manager
160over90

Samuel Meyerkopf

Scout
NextStep Basketball
Scouting

Matthew Paul

Director of Acquisitions
Alta Terra Real Estate

Meghan Porillo

National Account Manager
Signature Consultants

Katie Reagan

Account Executive
GandG Outfitters

Ashley Robbins

Director of Athletic
Communications
University of
Massachusetts Lowell

Saralynn Ruhland

Account Services
Representative
Buffalo Sabres

Michael Schenker

Co-Founder
VO/D

Jordan Schoem

President/Owner
New York Ragers

Gabriel Serra

Chief Visionary
Yibbly Labs

Brian Sharkey

Senior Account Manager
Indeed

Michael Shreve

Territory Sales Manager
Augusta Sportswear

Jonathan Stahler

Managing Attorney/
Founder/President/Circuit
Court Mediator
Stahler Sports and
Entertainment Law, PA

Hali Stark

Head of Partnership
Marketing
Dapper Labs

Jamie Stein

Agent
Wasserman

Sarah Tepper

Company Owner
Small Shindigs

Lavoisier Thomas

Director, Disney
Advertising Sales
Walt Disney Company

Zachary Werner
Senior Clinical Area
Manager
Electromed

Brett Woltz
Senior Manager,
Marketing Partnerships
BetMGM

Zachary Yermian
Senior Associate
Marketing Strategy and
Analysis
Sapient Corporation

Chelsey Zuckerman
Specialist, Digital Strategy
Publicis Media

CLASS OF 2012

Elliot Adamczyk
Regional Property
Manager
Acadia Realty Trust

David Anthony
Assistant Director Athletic
Compliance
University of Maryland

Danielle Berman
Founder and Chief
Executive Officer
Tackle What's Next

Jonathan Coe
Senior Manager,
Championship
Communications
United States Golf
Association

Sarah Costello
Lightning Foundation
and Community Events
Manager
Tampa Bay Lightning

Danielle Czyst
Manager
DraftKings

Bryan Davidson
Business Affairs
Autograph

Afonso Dos Santos
Sales Development
Representative
Informed K12

Jennifer Edwards
Senior Account Manager,
Partnership Marketing and
Media Sales
Kroenke Sports and
Entertainment

Joseph Fanelli
Assistant Superintendent
The Lagasse Group

James Geant
Sports Brand Solutions
Manager
ESPN

Douglas Glosser
Attorney
Montlick and Associates,
Attorneys At Law

Kevin Hall
Account Manager
The 212 Group

Eric Handler
Director, Pricing,
Operations and Inventory
Management
Madison Square Garden

Samuel Hochberg
Sales Executive
Oracle America

Sarah Holden
Human Resources
Manager
Fleet Feet

Zuri Irvin
Producer/Editor
Crooked Media

Jordan Josephs
Partner
Triumph Sports Marketing

Caitlin Kalinowski
Recreation Guest
Experience Manager
Walt Disney Company

William King
Inside Sales Representative
Cleveland Indians

Alison Langevin
Senior Manager, Corporate
Partnerships
Boston Celtics

Zachary Lazare
Director Account
Management
Madison Square Garden

Marc Lomasky
Attorney
Lowenstein Sandler

Stephen London
Writer
Motherpucker.ca

Alyssa Marks
Director, NBA 2K League
National Basketball
Association

Margaret McDonald
Senior Director,
Community Development
and Talent Relations
Outsider

Garrett McLaughlin
Assistant Football Coach
University of New
Hampshire

Andrew Naylor
Assistant Store Manager
Dick's Sporting Goods

Joshua Nightingale
Senior Data Analyst
MRM

Benjamin Norowski
Youth Soccer Supervisor
New York Red Bulls

Justin Odell
Account Manager
MindShare

Anthony Prisco
Support Specialist
SIDEARM Sports

Brian Proctor
Sales Executive
Special Care Systems

Katherine Punda
Senior Account Executive
Boston Celtics

Jennifer Reilly
Director of Inside Sales
Training
Compass Group

Nicholas Resavy
Head Coach
Northeast Elite Basketball

Jeffrey Reuben
Senior Manager, Corporate
Partnerships
Cast Iron Media

Richard Ricco
Technical Logistics
Assistant
National Broadcasting
Company

Brandon Rollins
Director, Client Services
Aquarius Sports and
Entertainment

Brett Ruff
Coordinator of Hockey
Administration
Buffalo Sabres

Jamal Salmon
Senior Vice President of
Theatrical Marketing and
Analytics
Paramount Pictures
Corporation

Alexander Shimrat
Program Manager
Evanta Gartner

Rudolph Sohl
Attorney
RW Sohl PA Law Firm

Michael Tischler
Senior Consultant, Project
Manager
Lincoln Financial Group

Christopher Valente
Chief Operating officer
Beat The Bomb

CLASS OF 2013

Jesse Abrams
Director of Corporate
Partnerships and
Activation
Philadelphia 76ers

George Alexander
Jewelry Specialist
Sterling Jewelers

Drew Altavilla
Event Management
Coordinator
Louisiana State University

Andrew Arrospide
Co-Founder
Alfalfa

Erica Belanger
Performance Run
Marketing Manager
ASICS Digital

Jacob Berkowitz
Director of Events
Spectra

Ryan Boepple
Associate Corporate
Counsel
DISH Network

Michael Botwinick
Associate Attorney
Lewis Brisbois Bisgaard
and Smith, LLP

Eric Brest
Player Representative
Catalyst Sports

Rebecca Bruce
Sports and Entertainment
Marketing Senior
Associate
JPMorgan Chase and
Company

Marley Ciferri
Chief Recruiting officer
The Chef Agency

Matthew Cohen
Account Supervisor
Riddle and Bloom

Daniel Cohen
Weekend Sports Anchor
and Reporter
WREX-TV

Benjamin Cohen
Consultant
BR Consulting

Philip Davidson
Vice Predicent of Sales
Queensboro FC

Derek Faske
Associate, Integrated
Investment
UM Worldwide

Steven Geisenheimer
Digital Media Analyst
Major League Baseball
Advanced Media

Charma Harris
Talen Acquisition Partner
Blue Bottle Coffee

Eric Higger
Client Advisor
AllianceBernstein Holding
L.P.

Jonathan Jacobino
CRM Marketing Manager
Golf Digest

Jameson Kearney
Ad Solutions Freelancer
National Football League

Elizabeth Kwasnowski
Manager, Sponsorship and
Partnership Relations
National Football League

Michael Lecce
Vice President
Viral Nation

Michael Lennon
Senior Partnerships
Executive
Triumph Electrical Supply

Rayna Linowes
Operations Manager
Janski's Maintenance

Iain McWhirter
Executive, Brand
Consulting
Creative Artists Agency

Joshua Millan
Head of Media Talent
Partnerships
Whistle Sports

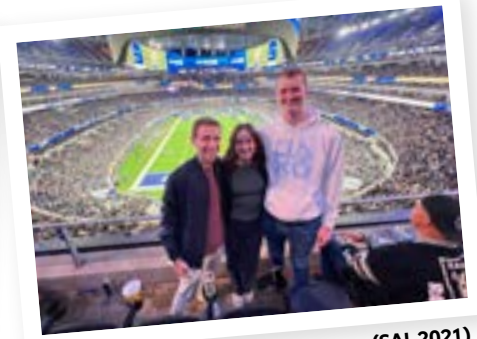
Dylan Nelson
Vice President, Digital
Program Manager
JPMorgan Chase and
Company



Tobi Joshuasville (SVEM 2022)



Wei Ellen Wang (SPM 2018)



Zak Koeppel (SAL 2021), Bailie Brown (SAL 2021)
and Ben Ayers (SAL 2022)

Taylor Noel

Executive Assistant
Bain and Company

Antonio Olivero

Head Teller
Trustco Bank

Alexandre Pache

Director of Business
Development
TikTok

Elizabeth Pannucci

Customer Success
Specialist
Teamworks

Jonathan Plaut

Replay Manager
DVSPORT

Aaron Rudy

Assistant Director for
Marketing
Dartmouth College

Carlos Ruiz

Manager, Digital
Production
MLB Advanced Media

Nicole Salzman

Retail Marketing Senior
Specialist
Jaguar Land Rover North
America

Matthew Samost

Vice President of New
Ventures
Vinik Sports Group

Andrew Silberman

Director of Product
Marketing
Omada

Ian Solomon

Manager, Partnership
Marketing
Barstool Sports

Chad Spodek

Financial Account
Manager
City Lumber

Alvaro Voelker

Multicultural Marketing
Manager
BODYARMOR

Logan Wallace

Associate Teacher/7th
Grade English Teacher
Head-Royce School

Tyler Wasserman

Senior Manager, Salary
Cap Analyst
National Basketball
Association

CLASS OF 2014**Richard Ackah**

Ad Revenue Strategy
Manager
Roku

Matthew Andre

Director, Operations
Universal Tennis

Matthew Ashe

Account Manager
Octagon

Alexandra Ayres

Director of Partnership
Strategy and Marketing
National Women's Soccer
League

Stephen Bailey

Sports Reporter
Syracuse Media Group

Curtis Baylor

Data Analyst
CVS Health

Andrew Beck

Account Executive,
Premium Sales
New York Giants

Zoe Bernstein

Director, Accounts and
Strategy
Noun Agency

Brian Blewis

Editorial Data Analyst
William Hill US

Alexander Boory

Account Executive
Philadelphia Flyers

Beau Brooks

Marketing Consultant
Power Home Remodeling

Peter Corasaniti

Director of Men's
Basketball Operations
Syracuse University

Andrew DiDonato

Customer Success
Manager
TeamSnap

Anthony Dragona

Global Events
National Basketball
Association

Paige Feldman

Brand Consulting
Executive
Creative Artists Agency

Molly Gilroy

Optimization Manager
GoodUnited

Brett Greenfield

Associate General Counsel
Anheuser-Busch
Companies

Kylee Haggerty

Retail Events
Programming Manager
Casper

Nolan Hart

Founder and Chief
Executive officer
2kPAID

Devin Hill

Producer
Barnicle Brothers

Max Jacobson

Director, Partnership
Development
Home Team Sports

Jasmine Jordan-Christmas

Sports Marketing Field
Representative
NIKE

Robert Kelley

Associate Partner
Plan Automation



Several Sport Management and Sport Analytics alumni met for dinner while they were in Las Vegas in July 2023 for the NBA Summer League. From left are Sean Belbey (SPM '19), Andrew Kelly (SPM '22), Jackson Hett (SAL '23), Nicholas Parauda (SPM '17), (SAL '19), Dominic Samangy (SAL '22), Preston Klaus (SAL '22), Ruth Kaiser (SPM '21) and Chris Robinson (SPM '15).

Sunghwan Kim

Supervisor
Omnicom Media Group

Steven Kozar

Account Director
CSM Sport and
Entertainment

Mari Lee

Sports Partnership
Manager
M Resort Spa Casino

Charles Lerner

Engagement Coordinator
Tao Group

Marcel Lewis

Customer Success
Manager
Box

Courtney Lyons

Manager/Specialist
New York Road Runners

Bennigan Maher

Store Manager
Olympia Sports

Meg Mankowski

Associate Director, Events
Wasserman

Thomas Matschiner

Manager, Brand Alliances
Major League Soccer

Sydney McAlmont

Senior Associate, Life Case
Management
Policygenius

Amanda McLean

Community Relations
Coordinator
New York Yankees

Chad Muratev

Head of Global Digital
Campaigns
Miele

Robert Murray

Strategic Planning
Manager
PepsiCo

Matthew Pagano

Senior Account Manager
Net Natives

Eric Peterson

Experienced Hire
Recruiter
Goldman Sachs Group

Jeremy Philipson

Senior Software Engineer
FanDuel

Stephen Rathbun

Senior Director, Zodiac
Caleres

Matthew Rosen

Sales Executive
Active Lifestyle Media

Brandon Rosenblum

Senior Account Executive
Indeed.com

Andrew Ross

Managing Partner
Rockpoint Sports Ventures

Gabrielle Rubach

Retail Store Manager
Reform Unlimited

Zachary Schotz

Social Media Manager
BODYARMOR

Benjamin Shapiro

Team Lead/Business
Development Manager
OpenReel

Tyler Southard

Northeast Customer
Service Representative
Sportsfield Specialties

David Sperino

Sales Manager
United Rentals

Jennifer Steverson

Account Executive
NBC Universal Media

Jan Stransky

Sales Manager
WOOD and Company

Daisuke Sugiura

Director of Operations and
Player Relations
Wasserman

Alex Tavernier

Media Partnerships
BetMGM

Ryan Tessler

Venue Services Director
BettorView

Jack Wentzell

Operations Manager
ASM Global

John Wilson

Math Department Chair
and Head Math Teacher
Mary McDowell Friends
School

CLASS OF 2015**Gregory Ackerman**

High Performance
Analytics
Seattle Mariners

Kevin Agresto

Senior CRM Manager
Greenlight Financial
Technology

Zachary Albright

Structured Products
Associate
JPMorgan Chase and
Company

Mohamed-Yusef Allam

Senior Recruiter
ZS

Nico Amantia

Account Manager, Gaming
and Sports
United Talent Agency

Shaan Baren

Associate Wealth Manager
LourdMurray

Fergus Barrie

Senior Marketing Manager
Sports Direct

Scott Bass
Director/Sales and Estimating
J. Bass and Son

Meghan Baumer
Account Manager and Support Specialist
SIDEARM Sports

Michael Beck
Account Manager
Roadster

Jocelyn Brown
Creator Acquisition
Playbook Technologies

Regina Burke
Executive Sales
Administrative Assistant
Varian Medical Systems

Brianna Butler
Operations Manager
University of Pennsylvania
Health System

Keara Bynum
Operations Coordinator,
Corporate Hospitality
Madison Square Garden

Carly Caporizzo
Director of Sample Operations
Phoenix Marketing International

Kelly Carr
Associate Attorney
Duane Morris LLP

Jenna Curry
Volunteer Director
Par 5 Development Group

Michael D'Accordo
Structured Lending Associate
Deutsche Bank AG

Brooke Del Guercio
Manager, Partnership Activation
Major League Baseball

James DiDonato
Business Teacher
Lakeland Central School District

Alec Eidelman
Package Dispatch Supervisor
United Parcel Service

Haley Eklund
Manager, Sponsorship and Activation
OneTeam Partners

Claire Embry
Analytics Supervisor
Lippe Taylor

Emmanuel Fernandez
Job Developer
ACE Programs for the Homeless

Matthew Filippi
Manager, Analytics
Ballengee Group

Conor Frederick
Account Executive, Mid-Market
WalkMe

Diana Gonzalez
Team Lead
Brilla Public Charter Schools

Daniel Gorman
Project Manager and Cybersecurity Lead
ICF

Chelsea Greenway
Corporate Gifting Consultant
Gifts For Good

Brittany Gregory
Teacher
Teach For America

Kevin Hill
Business Development Manager
Change Machine

Mackenzie Kaseman
Gift officer
Bentley University

Scott Kevy
Senior Manager,
Experience
Wasserman

Sandor Kopitz
Senior Manager, Sales Academy
Boston Red Sox

Kristina Korolev
Project Coordinator
ELM Developments

Alexis LaCombe
Professional Hockey Player
National Women's Hockey League

Harrison Laifer
Vice President of Brand Relationships
Morgan Stanley

Brett Levy
Video Coordinator
SportsGrid

Tatum Lloyd
Data Analyst
MOCDC

Maximilian Ludwig
Associate
Westermann Sheehy Samaan and Gillespie

Jonathan Mastin
Shoreside Guest Service
Walt Disney Company

Zachary Mischel
Associate Underwriting Counsel
Zwiren Title Agency

Albert Nassar
Financial Advisor
Merrill Lynch

Derek Peters
Coordinator, Corporate Finance
Enderav Operating Company

Zachary Potter
Manager, Digital Account Services
WarnerMedia

Benjamin Rechler
Players' Agent
SPM Soccer

Christopher Robinson
Basketball Strategy Associate
Utah Jazz

Matthew Rose
Senior Creative Strategist
CSM Sport and Entertainment

Kate Ruben
Manager, Sports Partnerships
CLEAR

Jeffrey Saunders
Basketball Operations
Miami Heat

Jay Schaeffer
Development Associate
Alliance Residential Company

Robert Shapiro
Sales
Kenjoh Outdoor Advertising

David Skwieryk
Audit Associate
KPMG LLP

Austin Stevenson
Marketing Manager
Tipico

Hanna Strong
Wellness Ambassador
ProAmpac

Erica Szczygiel
Account Manager,
Member Services
New York Islanders

Kyle Thweatt
Communications and Outreach Coordinator
State of Vermont
Department of Labor

Bryson Walker
Account Manager,
Premium Sales
Jacksonville Jaguars

Sean Wildhack
Tournament Marketing Manager
PGA Tour

Brian Wilkinson
Workday Adaptive Consultant
Alight Solutions

Delana Williams
Litigation Discovery Document Reviewer
Consilio

Alyssa Wood
Senior Manager of Sponsorship Strategies and Activation
MKTG

Ethan Zombek
Assistant Property Manager
Lone Peak Realty

CLASS OF 2016

Julie Bengis
Manager, Event Production
Cadence Sports

Elijah Biggins
Integrated Marketing Strategist
Genius

Hailey Billitier
Delivery Manager
fuboTV

Jakob Bocianski
Manager, Client Services
iProspect

Jayson Brenner
Associate Product Manager
Kindred Group

Megan Brody
Programmatic Account Executive
ViacomCBS

Emily Campeas
Learning and Development, Enablement
Snap

Gabriella Cantwell-Papale
Realtor
Coastal Real Estate Professionals

Timothy Carlon
Senior Associate Account Manager
Botify

Martin Cummings
Media Strategist
Teads

Jake Curran
Digital Product Manager
Day 8 Labs

Jessica Daniels
Sponsorship Activation Associate
MKTG

Sydney Doskow
Senior Manager, Account Management
Madison Square Garden

Jason Emerich
Recruiting Coordinator/offensive Line Coach
Wheeling University

Brian Eo
Senior Consultant,
Financial Accounting Advisory Services
EY

Daniel Feinman
Senior Business Development Rep
QuickBase

Jenny Fine
Marketing Coordinator
WarnerMedia

Benjamin Freedman
Coordinator, MLB-MLBPA Youth Development Foundation
Major League Baseball

Samuel Friedell
Luxury Leasing Agent
Downtown Apartment Company

Jeffrey Garofalo
Assistant Men's Basketball Coach
Spire Academy

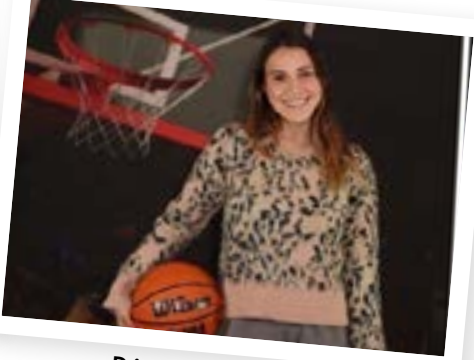
Jacob Gomolka
Associate Manager, Game Presentation
Austin Spurs



Connor Monzo (SPM 2022)



Kamille Cooper (SVEM 2021)



Drina Domic (SPM 2019)

Ryan Greenwald
Founder and Managing
Attorney
Ryan Greenwald Law PA

Michael Gutman
Account Executive,
Product
Stripe

Robert Hamill
Partner Services
Coordinator
Learfield

Harrison Hascoe
Operation Logistics and
Technology Manager
Safety Facility Services

Dean Hirschberg
Marketing, Sales, and
Product Development
Multipet International

Hannah Howe-Lubowich
Senior Manager
of Marketing and
Partnerships
Women's Sports
Foundation

Blake Johnson
Senior Coordinator of
Community Basketball
Programs
Atlanta Hawks

Peri Karslioglu
Marketing Strategy
Manager, National
Geographic
Walt Disney Company

Brett Katz
Senior Sales Planning
Analyst
Xandr

Max Koeppl
Director of Leasing
Koeppl Rosen

Cady Langdon
Brand Manager for The
Robot Company
The SpringHill Company

Matthew Leist
NFL Agent / Chief
Financial officer
Loyalty Above All

Jeremy Losak
Assistant Professor of
Sport Management
Syracuse University

Adam Luther
Assistant Project Manager
Jones Sign Co.

Cameron Lynn
Major Gifts Officer
U.S. Army

Evan Maizlish
Mid Market Account
Executive
Box

Brendan Major
Customer Service
Representative
Eaton Crouse-Hinds

C'Ara McCrea
Manager for Global
Information Reporting
Deloitte Touche Tohmatsu
Ltd.

Jordan Mendelson
Manager
Regents Review

Drew Mongiello
Senior Physician Account
Representative
Northwell Health

Jeremiah Moriarty
Senior Loan Processor
Orchard

Kathryn Petkevich
Coordinator
Coatue Management

Jake Polsky
Law Clerk
Paul Groman and Elliot
Green, Attorneys at Law

Hannah Rafferty
Executive Producer,
Filmiamo

Sky Regan
Group Sales Associate
Los Angeles Clippers

Rafael Rodriguez-Ema
Communications
Specialist
Puerto Rico Electric Power
Authority

Jacob Rosen
Project Manager
Malka Media Group

Benjamin Rosenwald
Manager, Research and
Brand Insights
BSE Global

Adam Rothstein
Supervisor
Optimum Sports

Tara Sadat-Tehrani
Client Services
Coordinator
CBRE

Salvatore Salerno
Financial Representative
TD Ameritrade

Hanna Sanford
Community Engagement
Management
Seattle Seahawks

Jonathan Schneider
Public Relations and
Communications Manager
All Elite Wrestling

David Shahar
Manager
Scale Management

Jared Shaw
Event Promoter
Wynn Las Vegas

Samuel Sherfey
E-Commerce Content
Strategy Lead
Stanley Black and Decker

Sophie Siegel
Manager of Basketball
Operations
QC Sports

Jacquelyn Sparks
Senior Account Executive,
Business Leadership
Momentum Worldwide

Samuel Spector
Director, Business
Development
CLEAR

Max Tabak
Sales Director
ButterflyMX

Jordan Tillotson
Basketball Program
Manager
IMG Academy

Meghan Troia
Project Manager
Wunderman Thompson

Marcus White
Digital Content Producer
Audacy

Derek Wohlfarth
Retail Accountant
Trek Bicycle Corporation

Sean Young
Sales Consultant
Depuy Synthes

CLASS OF 2017

Ahmet Ege Ankarali
Agent
Wasserman

Harrison Avigdor
Manager, Fantasy and
Betting Partnerships
National Basketball
Association

Angus Bishop
Brand and Merchant
Partnerships Manager
Starcom

Christina Brennan
President of Business
Development
CelebExperts

Alexander Carter
Operations Manager
Weichert Realtors

Peter Ciferri
Assistant Lacrosse Coach
Cornell University

Colby Conetta
Sales Support Associate
The18

Mateo Diaz
Assistant Legal Counsel
Splunk

Matthew Ellman
Associate Account
Executive
NBC Universal Media

Joseph Feola
Manager CRM Analytics
AEG Network LIVE

Samuel Friedman
Sales Manager
Better Mortgage
Corporation

Meghan Grassadonia
Marketing Manager
Excel Sports Management

Emily Greenstein
Campaign Manager,
Performance Media
Major League Baseball

Joshua Grotenstein
Account Executive
Bizzabo

Nicolette Hamilton
Promotions Coordinator
Point Place Casino

Benjamin Horwitz
Men's Basketball Assistant
Coach
Hobart and William Smith
College

Madeline Hoyle
Guest Services Associate
Worldmark Depoe Bay

Isabelle Jenner
Manager Strategic
Partnerships
WarnerMedia

Mikayla Kamber
Key Leader
Lululemon Athletica

Jared Kassoff
Chief Operating officer
Resolution Capital
Management

Lee LaRosa
Assistant to Chief
Executive Officer and Site
Coordinator
Bayside Builders

Erika Larsen
Race Director
The IRONMAN Group

Samuel Linabury
Business Development
Associate
Prolific 1

Marcos Luna
Membership Engagement
Analyst
Six Flags America

Jeffrey Maizes
Digital Sponsorship
Integration Specialist
NBC Sports Group

Ian Marinelli
Associate, Institutional
Research Sales
Globalsource Partners

Jonathan Marsh
Commercial Account
Executive
Rapid7

Zachary McDonald
Customer Support
Specialist
SIDEARM Sports

Reid McGrory
Manager Sponsorships and
Activation
American Airlines

Casey McHale
Senior Clerical Specialist
SUNY College of
Environmental Science
and Forestry

Mallory Miller
Programs Director
Fencers Club

Pierce Milliken
Senior Associate/
Corporate Real Estate/
Strategy and Transactions
EY

Matthew Mitchell
General Manager
Planet Fitness

Nicholas Montferret
Assistant Athletic Director
for Marketing and Fan
Engagement
University of North
Carolina Charlotte

Daniel O'Brien
Assistant Athletics
Director, Football
Operations
University of
Massachusetts Amherst

Nicholas Parauda
Manager of Basketball
Operations and Special
Projects
Capital City Go-Go

Rebecca Pongetti
Lead, Project Manager -
Marketing Operations
Under Armour

Francesca Ranieri
Executive Assistant of
Content
National Hockey League

Kevin Reese
Account Manager
Subnation

Jordan Rice
Digital Production
coordinator
TVGla

Brian Robinson
Senior Coordinator, Brand
Marketing
Excel Sports Management

Matthew Romansky
Negotiator - AT&T Sports
Investment
Optimum Sports

Talia Rosenhaus
Account Manager,
Partnership Marketing
BSE Global

Michael Rotondo
Manager of Premium
Ticket Operations
BSE Global

Joshua Schwartzman
Sponsorship Strategy and
Activation
MKTG

Paige Serra
Associate Attorney
MacWilliams Law PC

Oskar Sewerin
Strategic Partnerships
Generation Pep

Alexander Shea
Senior Manager, Client
Marketing
Radegen Sports
Management

Samuel Sirota
Associate
Greystone Monticello

Bradley Trust
Assistant Film
Coordinator
Hofstra University

Sara Tumminia
Production Coordinator
Van Wagner Sports and
Entertainment

John Van Ermen
Sportsbook Operations
Associate
Golden Nugget Online
Gaming

Jason Vest
Coordinator, Partnership
Marketing
Major League Soccer

Patrick Voorheis
Municipal Grants Program
Assistant
MassDOT

Joseph Weinberg
Junior Data Analyst
Havas Media Group

Samantha Weisman
Account Executive
Momentum Worldwide

Simon Weiss
Associate Home Advisor
Better Mortgage
Corporation

CLASS OF 2018

David Allen
Assistant Account
Manager
Baker Tilly US

Jessica Banks
Brand Consulting
Assistant
Creative Artists Agency

Cobie Beach
Client Relationship
Specialist
Charles Schwab

Leah Beyer
Marketing and Operations
Manager
Hood To Coast Race Series

Jeremy Birns
Office Leasing Associate
RDE Advisors

Joseph Bongiorno
Senior Analyst, Strategy
and Execution for
Workplace Social
Goldman Sachs Group

Timothy Borza
Owner
Borza's Recreation Center

Jan Breitenmoser
Sporting Director
FC Wil 1900

Keith Bremer
Stadium Experience
Coordinator
National Football League

Christopher Broderick
Ticket Operations
Coordinator
New Jersey Devils

Kelsey Carlson
Customer Success
Manager
TruVideo

Destiny Castro
Customer Relationship
Management Specialist
New York City Football
Club

Seung Han Chun
Overseas Sales
KCC Corporation

Alexandra Cook
Manager, Athlete Services
The IRONMAN Group

Christian De Guzman
Baseball Play-by-Play
Broadcaster

Nicklaus DiPaola
Director of Memberships
Lehigh Valley Ironpigs

Joy Essaghof
Associate Manager,
Partnership Development
Analyst
National Basketball
Association

Daniel Fishbein
Enterprise Partner
Manager
GrubHub

Carly Fleischer
Founder
Kicks By Carly

Matthew Friedman
Account Executive, New
Business
McCann

Sarah Gardner
Account Manager
Walt Disney Company

William Gorman
Supervisor of
Distribution
Dicks Sporting Goods

Justin Harlow
Customer Service
Representative
Pathfinder Bank

Christopher Henderson
Senior Manager,
Special Projects
Overtime

Harrison Hope
Digital Marketing
Coordinator
FansView

David Jaffin
Co-Founder
Grit Player Services

Lawrence Jordan
Account Executive
Google

Jeffrey Kent
Manager, Marketing and
Graphics
Lynchburg High Arts

Jaeseung Kim
Ordnance Corps officer
U.S. Army Reserves

Benjamin Kropp
Video Assistant
Oakland Athletics

Alexandria Lamontagne
Social Media Marketing
Specialist
Allevegun-Freelance

Sydney Leihar
Data Scientist
U.S. Department of
Education

William Lynch
Business Development
Representative
Litmus

Stephen Marciello
Senior Video Scout
Sports Info Solutions

Angela Marsh-Coan
Social Justice Coordinator
National Football League

Kellan Massino
Trading and Content
Analyst for Barstool
Sportsbook
Penn Interactive

Alexandra Mayer
Non Scripted TV/Sports
Broadcasting Assistant
William Morris Endeavor
Entertainment

Anthony Mejia
Head of Product
Made The Collective

Oliver Minor
Customer Relations
Manager
AppCard

John Monihan
Account Manager
Digital Trends Media
Group

Caroline Morano
E-Commerce Account
Executive
Toast

Ari Moskowitz
Business Development
Manager
WSC Sports

Christina Myers
Marketing Manager
Lehigh University

Emily Neal
E-commerce Catalog
Coordinator
GoExpedi

Matthew Neumann
Customer Experience
Associate
DraftKings

Elijah Newsome
Brand Events Coordinator
Porsche Cars North
America

Daniel O'Connor
Consultant
CIBC World Markets

Kyle O'Connor
Program Manager,
Entrepreneurship
Programs
Defy Ventures

James Pappalardo
Marketing Specialist
CIT Group

Richard Pasternak
Freelance Horse Racing/
Sports Writer

Christopher Peters
Account Manager
Informa Connect Limited

Deanna Polanco
Urban Music Promo
Assistant
Atlantic Records

Matthew Potolski
Junior Publicist
NBC Sports Group

Da'sha Prescott-Moore
Hospitality Manager,
Athletics
Georgia Institute of
Technology

Matthew Prisco
Team Lead, Business
Development
ThreatX

Jonathan Rich
Football Coach
Greenwich High School

Julian Ritholz
Manager of Business
Development
Authentic Brands Group

Matthew Robinson
Analyst
Futures Sport +
Entertainment

Gabriel Ross
Business Development
Team Lead
360Learning

Benjamin Rossetti
Associate Account
Executive
NBC Universal Media

Eli Rousso
Founder
Open Vault Media

Benjamin Rubenstein
Business Operations and
Expansion Manager
Snackpass

Paulina Rubin
Manager, Business
Leadership
Momentum Worldwide

Austin Ryback
Manager, Brand Marketing
Excel Sports Management

Jake Schuster
Insurance Specialist
Hoteling Insurance
Services

Benjamin Shaiman
Head of Operations
Fangage, Inc

Jason Smith
School Counselor and
Basketball Coach
Loudoun County Public
Schools

Eric Spyropoulos
Digital Media Coordinator
Kroenke Sports and
Entertainment

Morgan Telesford
Associate Director of
Communications and
Marketing
St. Patrick's Episcopal Day
School

Matthew Van Loon
Senior Associate
Matterkind

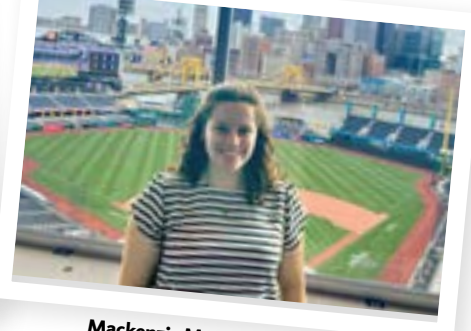
Robert VanRaamsdonk
Account Executive
New York Islanders



Alex Rosenbaum (SPM 2020)



Luca Giacobbe (SPM 2022)



Mackenzie Mangos (SAL 2022)

Wei Wang
Marketing
Nike

Erik Weiss
Senior Customer
Experience Associate
DraftKings

Alex Wood
Director, Marketing and
Product Management
TeamWork Online

Sydney Wysoczanski
Business office Manager
Driven

Corey Yablonski
Account Manager
Otis Elevator Company

CLASS OF 2019

Zachary Alechammas
Client Finance Analyst
Ogilvy and Mather
Worldwide

Courtney Anderson
Events Coordinator
The Standard Hotel

Nikolai Arnold
Assistant Basketball Coach
Lycoming College

William Austin
Account Executive
Starpower

Jonathan Banner
Scripted TV Assistant
Creative Artists Agency

Jennifer Bard
Sales Manager
Hotel Bethlehem

Nicholas Basile
Junior Sales Associate
New York Yankees

Shaun Belbey
Player Development
Coach
Overtime Elite

Alec Bieber
Lifecycle Marketing
Manager
Overtime

Samuel Birdsall
Buyer
SportsFan

Rebecca Bisson
Recruitment Consultant
Michael Page

Jake Bitsimis
Paraprofessional
Half Hollow Hills High
School West

Caitlin Burke
Coordinator, Event
Operations
Major League Baseball

Nicholas Carlson
Senior Strategist, Business
Solutions
Horizon Media

Michael Cavalier
Associate Content
Producer
Topps Company

Aaron Cornelius
Operations Manager
Point3

Brigid Daly
Senior Manager, Influencer
Marketing
Marketing
Anheuser-Busch
Companies

Lucas D'Aversa
Sales Analyst
Jomboy Media

Anthony De La Fuente
Senior Coordinator,
Consulting
CSM Sport and
Entertainment

Jonathan DeLabruere
Account Executive
NASCAR

Drina Domic
Senior Manager of
Business Intelligence and
Solutions
National Basketball
Association

Matthew Dressler
Program Assistant
Kids Golf Foundation of
Illinois

Hannah Duerr
Onboarding Associate
Justworks

Marc Eckenrod
Sales Operations Analyst
Chip Ganassi Racing
Teams

Michael Feinberg
Associate Manager,
Programming and
Acquisitions -
College Sports
ESPN

Andrew Godnick
Coordinator, Brand and
Player Engagement
National Basketball Players
Association (NBAPA)

Nicholas Gold
Development Coordinator,
Foundation
USA Swimming

Seth Greenberg
Sales Analyst
Learfield

Matthew Gwiazdowski
Client Integration
Specialist
FXSpotStream

Daniel Hamilton
Assistant Director of
Athletic Communications
University of Houston

Owen Herrington
Account Executive
Syracuse Crunch

James Hunt
Co-Founder
Bant Sports

Adam Israel
Sportsbook Operations
Coordinator
BetMGM

Erel Israel
Executive Assistant to
Chief Executive officer
Boom Sports

Samuel Jenanyan
Account Executive,
Entertainment Marketing
Starpower

Jack Kaczorowski
Junior Account Executive
MuteSix

Joshua Katz
Business Analyst
Baltimore Ravens

Daniel Khalil
Director of Lacrosse
Operations
Colgate University

Erica Krumbine
BFC Product Associate
Bank of America

Taitum Kurasz
Coordinator, Corporate
Service
Tucson Roadrunners

Olivia Lavelle
Coordinator, Digital
Products
Cleveland Guardians

Matteo Lovece
Football Operations and
Player Personnel
Fan Controlled Football

Sarah Lundmark
Associate, Client Services
and Events
Paradigm Sports

Stefan Maish
Business Development
Assistant
Entertainment Partners

John Mannix
Player Operations
Associate
United States Tennis
Association

Hugo Marsans
Client Services Manager
DAZN

Marielle McLoughlin
Football Coordinator of
Recruiting Operations
Mississippi State
University

Alex Miller
Account Executive
SBG Funding

Shuk Mong
Event Executive
Hybrid Group Limited

Jake Narracci
Sports Data Analyst
ESPN

Austin Natowitz
Designer
Topps Company

Alexander Newman
Client Service
Representative
ViacomCBS

Ayal Pessar
Senior Partnerships
Manager
Kindred Group

Madeline Placey
Associate Manager
ESPN

Andrew Quigley
Digital Service
Representative
NBC Universal Media

Quinton Redett
Sales Development
Representative
Genetec

Javier Ruiz
Client Services
Representative
Home Team Sports

Kai Ruskin
Account Coordinator,
Brand Experiences
CSM Sport and
Entertainment

Phillip Sawyer
Customer Service Manager
Supersapiens

Jack Schwartz
Account Executive
Optimum Sports

Sean Selig
Basketball Operations
Assistant
Chicago Sky

Kurtis Senif
Operations Specialist
The Action Network

Sara Stanley
Assistant Director of
Social Media
Big 12 Conference

Cameron Steele
Account Executive, Inside
Sales
Monumental Sports and
Entertainment

Aaron Tabak
Legal Associate
The Law office of Rick J.
Lasher

Alicia Torres
Associate Producer
The Soze Agency

Austin Towns
Junior Group Events
Specialist
Cleveland Cavaliers

Sterling Vaughn
Sales Operations Analyst
OneTrust

Griffin Whitman
Founder and Chief
Executive Officer - LFG
Sports

Bradley Williamson
Sales Project Manager
Winholt Equipment Group

Eric Winikoff
Manager, Corporate
Partnership Activation
Los Angeles Sparks

Ethan Yoo
Football Operations
Specialist
Fan Controlled Football

Nicholas Zacchilli
Product Support Specialist
RightCapital

CLASS OF 2020

Thomas Adams
Manager, Premium Club
Sales
Atlanta Hawks

Caitlin Alessi
Education Support
Professional
Walpole Public Schools

Jesse Altmeyer
Partnerships Coordinator
Learfield

Tyler Anes
Sales Development
Representative
DealRoom

Peter Appel
Founder and Director of
Content Strategy
Just Baseball Media

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Operations Planning
Associate
New York Road Runners

Andrew Blutig
Vendor Contracts and
Operations Coordinatord
Major League Baseball

Matthew Bustillo
Junior Research
Consultant
Quantilope

Justin Butterman
Senior Research Analyst
Savanta

Joseph Carello
Account Coordinator,
Partnership Marketing
LA Clippers

Nolan Cooney
Professional Athlete
New Orleans Saints

Caroline Davis
Senior Marketing
Coordinator
National Football League

Kinsey Davis-Corr
Marketing and
Community Coordinator
Nashville Superspeedway

Matthew DeFusco
On Premise Manager
Red Bull

Andrew Derda
Director of Strategic
Partnerships
Bookit Sports

Luca Di Napoli
Analyst
Conventions Sports and
Leisure International Inc

Noah Diorio
Marketing Manager
Airwaav

Nicholas Felicetti
Video Investor
Horizon Next

Sydney Gauzza
Marketing Coordinator
Phoenix Institute of
Herbal Medicine and
Acupuncture

Daniel Geraci
Assistant Account Planner
Lockard and Wechsler
Direct

Drew Hurley
Public Safety and Security
Coordinator
Washington Nationals

Sarah Incerpi
Coordinator,
Programming and
Scheduling
Fox Sports

Rhett Kahny
Inbound Copywriter
Stream Companies

Melissa Kerner
Corporate Partnerships
Sales Assistant
Playfly Premier
Partnerships

Ethan Kimmel
Growth Marketer
Bought By Many

Nicole Kittay
Revenue Operations
Trainee
Atlanta Hawks

Jacob Kleban
Coordinator, Business
Development
Athletes First Partners

Seth Kourpas
Relationship Banker
JPMorgan Chase and
Company

Zachary Kushell
Sales Associate
Harris Blitzer Sports and
Entertainment

Adam Lehrman
Rotating Assistant
William Morris Endeavor
Entertainment

Alec Minick
Ticket Sales and Event
Operations Intern
Professional Fighters
League

Connor Monzo
Specialist, Premium Sales
and Service
New York Yankees

Aaron Morrow
Contest Producer
fuboTV

Adam Newman
Research Analyst
Playfly Sports

Jonathan Ochstein
Real Estate Agent
Marcus and Millichap

Alexandra Olnowich
Professional Athlete
National Women's Hockey
League

Jacob Patalano
Assistant Manager
Carrier Sales
MoLo Solutions

Francis Petrillo
Traveling Operations
American Junior Golf
Association

Matthew Pignatella
Senior Account Executive
DKC

Brandon Pollack
Analyst
William Hill

Hunter Pomerantz
Co-Founder
The Players Trunk

Leah Riccolo
Sales Development
Representative
Insider Intelligence

Alexander Rosenbaum
Guest Experience
Coordinator
Nashville Predators

Jake Rosone
Integrated Strategist,
Business Solutions
Horizon Media

John Ruggiero
KYC Analyst
Evolve Bank and Trust

Justin Saxe
Sales and Activation
Coordinator for Global
Partnerships
The Anschutz
Entertainment Group

Nikki Scala
Fan Experience and
Special Events
Cleveland Browns

Niklas Schmidt
Sports Cluster
Coordinator/Special
Olympics World Games
Berlin 2023
Special Olympics

Shanthy Sepe-Chepuru
Alerts and Research Editor
Major League Baseball

Kelsey Smith
Real Estate Agent
Coldwell Banker Real
Estate Corporation

Zachariah Smookler
Associate, Project
Management
Starcom

Ricki Sperry
Digital Services
Representative
NBC Universal Media

Stephen Steiger
Linear Account
Coordinator
Warner Bros. Discovery

Alexandra Trager
Key Accounts Associate
Islide

Jordan Tyler
Business Development
Associate
Edufficient

Montana Tyrus
Account Executive,
Growth Properties
BSE Global

Matthew Voytko Glazer
Lateral Recruiting
Coordinator
K&L Gates LLP

Bailey Ware
Partner Development
Representative
EAB

Evan Weinberg
Retention Marketing
Coordinator
William Hill

Declan Wright
Senior Underwriter
QBE North America

CLASS OF 2021

Connor Bunfill
Crewing Administrator
Fox Sports

Andrew Bush
Emerging Technologies
Specialist
Dell Technologies

Pin An Chen
Marketing Specialist
Support Taiwan

Daniel Cott
Client Services
Coordinator
Home Team Sports

Devan Dachisen
Coordinator, Sponsorship
and Activation
MKTG

Matthew Diemand
Account Coordinator for
Corporate Sponsorships
National Football League

Katherine Eliou
Partner Marketing
Manager
Revry

Karis Felton
Sales Associate
New York Yankees

Tasha Getten
Basketball Assistant
Creative Artists Agency

Oliver Glavin
Client Success Associate
Gartner

Margaret Haggerty
Social Media Coordinator
International Tennis Hall
of Fame

Jianghui Hu
Business Development
Manager
DTK Sports

Caroline Johnson
Executive Assistant
Montag Group

Max Josef
Coaches and Executives
REP1 Sports

Ruth Kaiser
Salary Cap and Strategy
Milwaukee Bucks

Jonah Kane
Assistant Director,
Marketing and
Engagement
University of Delaware

Josephine Kiesel
Accommodation
Coordinator
UEFA EURO 2024

Hannah Kuo
Sponsorships Specialist
Allegiant Air

Slater Lazar
Inside Sales Representative
New York Mets

Nicolas Lemaire
Alternative Investments
Analyst
J.P. Morgan

Charles Levison
Agent Associate
Harry Walker Agency

Jack Lovalvo
Golf Operations
Bandon Dunes Golf Resort

Samuel Low
Community Engagement
VISTA
Good Sports

Jordan Lucero
Social Media Department
Manchester United

Cayne Mandell
Sports Group Ad Sales
Marketing Coordinator
Sinclair Broadcast Group

Matthew Mccabe
Assistant Product
Coordinator
Fanatics

Kaitlynn Miller
Corporate Partnerships,
Activation Specialist
Seattle Kraken

Evan Naccarella
Customer Service
Operations
National Basketball
Association

Jonathan offit
Defensive Quality Control
Coordinator
Valparaiso University

Marc Orlin
Chief Executive officer
Super Fan Sports
Fundraising

Jenna Parker
Assistant Account
Manager
Genesco Sports
Enterprises

Andrew Perodeau
Track and Field Certified
Coach
USATF

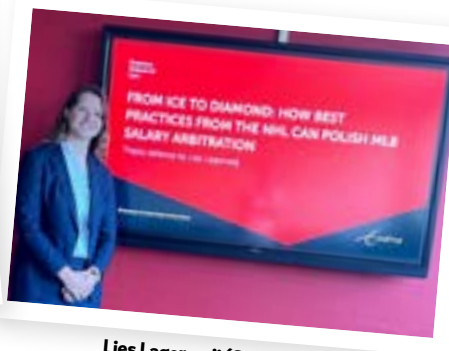
Michael Powell
Equipment Intern
Buffalo Bills

Andrew Prisco
Content Analyst
Rookie Road

Emily Rubinshteyn
Associate, Speaker
Management
William Morris Endeavor
Entertainment



Ian Benepe (SPM 2022)



Lies Lagerweij (SPM 2018)



James Hyman (SAL 2021), Brendan McKeown (SAL 2022),
Eli Wood (SAL 2022) and Drew DiSanto (SAL 2021)

Simone Nico Saputo
Specialist, Business Development - Partnerships
CF Montreal

Dylan Schwartz
Programmatic Associate
SSCG Media Group

Erica Sosman
Sales Assistant
WarnerMedia

Jayson Staiger
Content Analyst
Rookie Road

Colin Taylor
Sales Coordinator
SportsNet New York

Alex Teperman
Assistant Director of Baseball Operations
North Star Sports Management Group

Benjamin Theytaz
Business Development Coordinator
National Basketball Association

Jonah Wheeler
Partnership Activation Coordinator
Pittsburgh Steelers

Aidan Wisher
Business Development Representative
Acquia

Jordan Wolfson
Sales and Business Development Employee
CollectibleXchange

CLASS OF 2022

Ian Benepe
Inside Sales Representative
Major League Baseball

Benjamin Bochner
Partnership Alliance Executive
The Millennium Alliance

Jackson Boenheim
Professional Basketball Player
NBA D League

Christian Buonadonna
Licensing Quality Assurance Coordinator
MLB Players Association

Adam Carter
Advisor
Prague Lions

Ryan Charles
Partnership Marketing Coordinator
World Wrestling Entertainment

Richard Clarke
Inside Sales Representative
Washington Commanders

Aaron Cohen
Master of Science, Sport Management
University of Florida

Maeva Bella Collatos
Product and OS Coordinator
Roku

Zachary Crowe
Baseball Operations Intern
The Ripken Experience

Matthew Davis
In-Season Corporate Partnerships Intern
Tampa Bay Buccaneers

Ryan Dilts
Marketing and Promotions Assistant
Embry-Riddle Aeronautical University

Dara Doft
Event Operations Intern
Philadelphia Union

Caitlin Donoghue
Marketing Assistant
Nashville Predators

Caroline Dorfman
Product Analyst
Hanesbrands

Ben Dross
Associate District Manager
ADP

Rachel Duke
Communications Coordinator
USA Gymnastics

Joshua Eimbinder
Assistant, Instructor
Strategy
Peloton Interactive

Whitaker Ellis
Sports Data Analyst
Warner Bros. Discovery

Joseph Eovaldi
Statistics Assistant
Syracuse Mets Baseball Club

Zachary Epstein
Team Dealer Representative
Islide

Jacob Erman
Inside Sales Representative
AtScale

Matthew Feldman
Business Development Representative
6sense

Joao Forman Murray
Media Distribution Analyst
National Basketball Association

Jakob Fox
Project Coordinator
The Upper Deck Company

Spencer Frybergh
Account Executive, Membership Sales
Charlotte Hornets

Eric Gatewood
Development Scout, Amateur Scouting
Boston Red Sox

Anna Genter
Executive Assistant
On Location

Luca Giacobbe
Executive Assistant
The Montag Group

Charles Guenther
Customer Experience Associate
DraftKings

Nicholas Hapney
Corporate Intern
SharpRank

David Heiman
Associate Recruitment Consultant
JCW

Zachary Heywood
Inside Sales Coordinator
NCSA College Recruiting

Connor Howard
Coordinator, Partnership Strategy
NASCAR

Victoria Kelly
J.D. Candidate
Ave Maria School of Law

John Kindig
Sales Enhancement Team Member
USLI

Peri Lamkin
Executive Assistant- Branding and Strategic Partnerships
Roc Nation

Benjamin Lehrberger
Inside Sales Account Executive
New York Islanders

Zachary Leichtman
Assistant Video and Performance Analyst
Orlando City SC

Yueyang Li
Sports Intern
Yutang Sports

Andrew Licciardi
Sports Industry Professional
New York Red Bulls

John Lichtenstein
Basketball Scout
Mexico City Capitanes, NBA G-League

Juliano Macera
Football Operations Assistant
Syracuse University Football

Casey Millar
Inside Sales Consultant
New Orleans Pelicans

Margaret Monzo
Membership Services Specialist
TPC Sawgrass

Zhishan Ni
Master of Science student, Sport Management
Columbia University

Christian Owens
Account Manager in Training
Insight Global

Danielle Parr
Account Coordinator
Youtech

Jared Pastore
Master of Science student, Accounting
Southern Methodist University

Lucas Prestamo
Brands Coordinator
CSM Sport and Entertainment

Lucas Purnell
Sales Development Representative
Amplitude

Anthony Queeley
Kicksqtopia
Owner

Brianne Quinlan
Department Manager
Bottle King

Killian Quirk
Account Manager of wInside Sales
Monumental Sports and Entertainment

Noah Radic
Investment Analyst
Vivid Seats

Harrison Rayhill
Marketing Lead
Syracuse University Athletic Department

Jamie Rosh
Account Coordinator
Starpower

Eli Rothschild
Account Coordinator
Horizon Sports and Experiences

Jake Ruben
Agency Track Program
Creative Artists Agency

Bryan Schwab
Digital Marketing Coordinator
Van Wagner Sports and Entertainment

Adam Schwartz
Assistant Account Executive
Optimum Sports

Kira Sebastianelli
Coordinator of Event Operations
Baltimore Orioles

Brandon Silva
Recruiter
Insight Global

Marie Sommer
Social Media Manager
Frankfurt Galaxy

Daniel Sterns
Account Executive, Group Sales
New York Mets

Emery Swanson
Manager of Sport Staffing
Lake Placid World University Games

Gordon Taubenfeld
Inside Sales Representative
Madison Square Garden Entertainment Corporation

Griffin Tiriolo
Account Coordinator
BSE Global

Jenna Tivnan
Account Associate
The Post Game

Chase Vassel
Account Coordinator
Authentique Agency

Phillip Walz
Associate Account Executive
PIX11 News

Warren Yermack
Account Executive
New York Yankees

SPORT VENUE AND EVENT MANAGEMENT

CLASS OF 2013

Sidonie Becton
Associate Counsel
U.S. Department of Veterans Affairs

Shuntrece Noel Byrd-Jenkins
ADDO Worldwide
Director of Corporate Communications

Monica Byron
Paralegal
Kenny Leigh and Associates

Melissa Carlson
Real Estate Agent
Harry Norman Realtors

Evan Firestone
Trust Accountant
Day Pitney

Maureen Higgins
General Manager of Suites
Levy Restaurants

Katherine Hills
Office Coordinator
Syracuse University

Min Jung Kim
Assistant Professor of Sport Management
McPherson College

Matthew Manecio
Program Auditor/
Building Inspector
New York State Office of Temporary and Disability Assistance

Jordan Peters
Public Relations
Account Executive
The Paige Group

Richard Ricco
Technical Logistics at
NBC Sports
National Broadcasting Company Inc.

Julie Rising
Assistant Athletic Director
Boise State University

Kathleen Rudy
Founder, Chief Experience Officer
Alchemy Experiences

Jordan Upmalis
Senior Project Manager
Brigade Marketing

CLASS OF 2014

Chari Bayanker
Manager of Content
Integration and Publishing
Level All

Danielle D'Arcy
Ticket Seller
New York Yankees

Emily Fiorini
Quality Control Manager
and Race Director
Spartan Race Inc.

Yuxuan Huang
Client Partner
Skand Shanghai

Taylor Jackson
Director, Account
Management, Consulting
and Investment Research
Dynata

Sierra Lever
Label Relations Manager,
Hip-Hop/R&B/Afrobeats
Amazon Music

CLASS OF 2015

Fergus Barrie
Brand and Partnerships
Status

Emily Bracken
Senior Manager,
Event Operations
Lincoln Healthcare
Leadership

Justin Brown
Senior Account Executive
Boston Celtics

Hannah Davidson
Claims Support Specialist
Progressive Insurance

Lauren Davis
Events, People and
Hospitality
Allyn Family Foundation

Emily Dumas
Chief Operating Officer
Hubster

Fei Gao
Associate Professor
China University of
Political Science and Law

Riley Johnson
Assistant Coach
Hillsdale College

Hanqing Li
Production Assistant
Shanghai Disney Resort

Jason Lublin
Computer Science Teacher
Jesuit High School

Huan Zhu
Sports Properties Intern
The Madison Square
Garden Company

CLASS OF 2016

Keith Hines
Marketing Manager
University of North
Carolina Chapel Hill

Mingtao Liu
Event Manager
China Resources Culture
and Sports Development
Co.

Carolyn McCaslin
Client Success Supervisor
NCM Associates

Brian Phillips
Stadium Operations
Director
Buffalo Bisons

Elizabeth Pils
Conference Coordinator
Meeting Management
Associates, Inc.

Daniela Tartaro
Adjunct Professor, Sports
Marketing
Le Moyne College

(Michael) Hao Zhang
Senior Marketing Manager
Alibaba Group

CLASS OF 2017

Sean Banno
Assistant Director of
Athletics, Facilities and
Operations
Brown University Athletics

Rachel Chulock
Sports and Events
Manager
Special Olympics

Kelly Johnson
Associate Director
Syracuse University

Kensuke Nakata
Assistant Director, Hobie
Project Team of Adventure
Business Department
Amuse, Inc.

Julian Santiago
Recreation Facility
Coordinator
City and County of
Broomfield

Candace Sena
Law Student in Sports
Entertainment
University of Buffalo
School of Law

Shen Sun
Program Assistant
Winter Sports
Administrative Center of
General Administration of
Sport of China

Baylee Wallace
Experiential Manager,
BMW National Driving
Programs
Octagon

Kaili Zhang
Project Manager
SECA Worldwide

CLASS OF 2018

Lia Bruno
Ballpark Entertainment
Manager
Fayetteville Woodpeckers

Brett Burke
Concessions Manager
Professional Sports
Catering

Ziming Jiang
Events Specialist
Mercedes-Benz Arena
Shanghai

Jessica LaRoussa
Events Manager
Allegiant Stadium

Brendan Marks
Director of Strategic
Solutions
Apex Systems Inc.

Kevin Martuscello
Technical Events Manager
ASM Global

Michael Okin
Account Manager
ANC

Arek Olson
Director of Event
Operations
University of Arkansas

Anna Vergara
Suites Service Coordinator
Legends, AT& T Stadium

Anna Zorn
Director of Operations
Soldier Field / ASM Global

Chengji (Peter) Zuo
Major Event Manager
China Anti-Doping
Agency

CLASS OF 2019

Shaun Belbey
Player Development
Coach
Overtime Elite

Marisa DuVal-Carpenter
Facility Operations
Manager
University of Louisville
Athletics

William Marshall
Project Coordinator
McCann Health

Allison Peters
Senior Manager,
Operations
Steve Furgal's International
Tennis Tours

Jake Pickard
New York City Market
Manager
SponsorUnited

Janelle Williams
Partnership and Product
Marketing Specialist
Motorsports at
Yokohama Tire

CLASS OF 2020

Hallie Caruthers
Student Navigator
University of North Texas
Health Science Center,
College of Pharmacy

Madison DeRita
Career Manager
XPG Recruit

Whisper Fisher
Professional Basketball
Player
KARA Trutnov

Drew Hurley
Public Safety and Security
Coordinator
Washington Nationals

Maureen Lavallee
Director of Operations,
Men's Lacrosse
The Ohio State University

Kaci Wright
Area Sales Manager
SaveAround

Guzal Yusupova
Tennis Professional
Sportime, John McEnroe
Tennis Academy

CLASS OF 2021

Kamille Cooper
Development Events
Officer
Jacksonville Zoo

Yuqi (Ruby) Liu
Fan Engagement Analyst
Syracuse University

Joshua Moshier
Club Sports Coordinator
Syracuse University

Kyla Robinson
Communications Project
Manager
Primo Water Corporation

Kayla Scognamillo
Special Event Coordinator
Make-A-Wish Southern
Florida

Samantha Swart
Stryker Onsite Specialist
Tufts Medical Center

CLASS OF 2022

Camryn Delucie
Ticket Operations Intern
Baltimore Ravens

Hannah Gigliotti
Assistant Manager,
Athletic Events and
Facilities
Towson University

Joshua Hagwell
Sponsorship and Events
Intern
Twenty3 Sport

Daniel Hewitt
Senior Operations
Manager
Comcast Spectacor Venue
Management

Taylor Tsatsis
Facility and Event
Operations Coordinator
Syracuse University



Anthony de la Fuente (SPM 2019),
Caitlin Burke (SPM 2019) and Kaitlynn Miller (SPM 2019)



Jamal Salmon (SPM 2012)



Julie Rising (SVEM 2014)

Sport Management Sport Analytics Sport Venue and Event Management

S Syracuse University
Falk College of Sport
& Human Dynamics

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2022-2023 Newsletter

Syracuse University
David B. Falk College of Sport and Human Dynamics
Department of Sport Management
402 MacNaughton Hall
Syracuse, NY 13244



Among the most valuable facets of the Department of Sport Management is its engagement with our students. The department currently features more than 12 student organizations ranging from Women in Sports and Events (WISE) and Sport Professionals of Color to sales, marketing and philanthropy. Add that to the Department's sport analytics clubs for basketball, baseball, football, hockey, tennis and soccer. These student organizations are student-run and feature community service, volunteer work, research, publications and conference attendance. Shown above are some of the student leaders from the 2022-23 academic year.

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