

# Syracuse

Sport Management • Sport Analytics  
2020-2021 Newsletter



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## ZOOMING FORWARD



Mute Stop Video

30 Participants Chat

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Several years ago, during the embryonic stages of this program, we embarked upon a strategic planning initiative. I called it “20-20 Vision,” as we planned for what the sport industry would be like in the year 2020. I can assure you that no one predicted a global pandemic would occur and shut down most of the world, proving for the first time in our nation’s history that sports are no longer recession proof.

No one envisioned online courses, virtual classrooms, Zoom sessions, webinars, and limited or no social activities, including sports competition without spectators. Now, we again ask ourselves, “How will the sport industry change and evolve during the next decade? Quarter century?” Social activism, and diversity, gender equity, inclusion and access in sports will push the industry in a new and needed direction. Esports, legalized sports wagering, Name, Image and Likeness, Virtual and Augmented Reality, emerging digital platforms and social media innovations will all change how sports fans receive and engage in content and create new career paths.

Sports seemed inconsequential with so many people losing their lives during the pandemic. Like society, our entire University has lived through an unprecedented time, and I salute our students, faculty, and staff for learning to adapt and pivot quickly, persevere, be resilient, overcome obstacles and finish strong. These life lessons over the past 18 months will pay dividends as the Class of 2021 embarks upon their careers.

I am extremely proud of our faculty and staff, who have worked tirelessly under these pandemic conditions on behalf of our students to ensure they received a quality education and achieved the qualifications to earn their degree.

Sport Management conferred the largest number of degrees in our department’s history with 121 students graduating from Sport Management, Sport Analytics, and our graduate program in Sport Venue and Event Management.

Eighty-one Sport Management students successfully completed their Senior Capstones—nearly all of them virtually—in fields of study that included marketing, data analytics, business, finance, communications, public relations, social media, sales, event management, player representation, facilities management and operations, corporate sponsorship and branding and non-profit organizations, among others.

We graduated the first recruited cohort of students from our Sport Analytics program, the nation’s first undergraduate degree in this field, led by Dr. Rodney Paul.

Final proceeds of the Sport Management Club’s 16th Annual Charity Sports Auction—our first online auction—netted \$43,500 for Meals on Wheels Syracuse and we have now raised \$567,754 for charities in our community. Special thanks to senior president Sam Marteka, and auction co-chairs Kaitlynn Miller, Jakob Fox and Devan Dachisen.

Our graduate students, under the direction of Dr. Gina Pauline, planned, implemented, and hosted a powerful five-hour virtual symposium titled “More Than a Game: Mental Health and Student Athletes,” an exceptional educational program that featured an all-star lineup of speakers and guest experts.

Sport Analytics students won national competitions, presented research at prestigious conferences, received unprecedented academic honors and have helped make this degree program the best in the nation.

To the members of the Class of 2021:

I realize this is NOT how you envisioned your final year of college, both academically and socially. None of us did. Getting a job is lot like sports. It is about skill, timing, and positioning. Accept that denial and failure is part of that process. Learn from the disappointment, but remember, if you are not hired for a specific job or internship, “NO” is only a temporary pause in your life. NO. N-O really means Next Opportunity.

You are not the first class to endure difficult challenges. Our first two graduating classes in 2008 and 2009 faced a daunting challenge when the Great Recession crippled our economy. You will overcome this challenging economic climate and job market, just as those graduates did. As the sports world returns to normalcy, so will your opportunities, so continue to persevere!

San Antonio Spurs head coach Greg Popovich said, “The measure of who we are is how we react to something that doesn’t go our way.”

You cannot script your life and ALL of us are experiencing that first-hand. It’s you vs. you. Everyday. Always has been. Always will be. Don’t be down on your luck. Battle through this temporary challenge because beginning your career is about offense. You will not reach your potential by being passive and playing defense. Succeed because you are determined to.

As always, **BE LOUD, BE PROUD, BE ORANGE!!**

Sincerely,

A handwritten signature in black ink that reads "Michael Veley". The signature is written in a cursive, flowing style.

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



4

## STUDENTS

- 4 Congratulations to the Class of 2021
- 5 SVEM Graduate Program
- 6 Welcome Class of 2025
- 7 Senior Capstone Locations
- 8 Senior Capstone Profiles
- 10 Charity Sports Auction
- 10 SPM 324 Pairs with Bowl Season
- 12 ACC Honor Roll
- 13 Women in Sports and Events Club
- 23 Sales Club
- 24 Diversity in Sport Course
- 24 Graduate Students Webinar

## GUEST SPEAKERS

- 25 List of Guest Lecturers

## FACULTY AND STAFF

- 26 Faculty and Staff Profiles
- 30 Professor Pat Ryan Retires

## ADVISORY COUNCILS

- 28 Sport Management Advisory Council
- 29 Emerging Leaders Council

## ALUMNI

- 31 Alumni Employment listings
- 42 S.P.M. Week Job-Shadowing
- 42 Networking Event
- 43 Alumni Profiles



10

## ANALYTICS

- 16 Analytics Program Highlights
- 18 Analytics Clubs
- 20 Senior Thesis List
- 21 Feature on Women in Sport Analytics
- 22 Football Analytics Blitz Competition



18



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



31



### From the Dean...



Each August as the new academic year begins, a very special enthusiasm blankets our campus. It is especially apparent to all of us in Falk College as we welcome our students back to Syracuse University after being physically apart as a campus community for much too long.

This year, understandably so, being together means more than ever. As we look to the future with hope and optimism, we are excited to see the collective impact of Falk College and its Department of Sport Management continue.

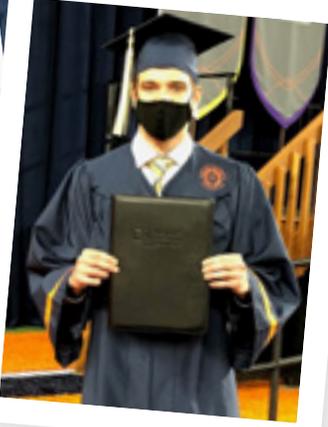
As you will read in the pages ahead, numerous members of the Class of 2021 were honored for excellence, including Jonathan Bosch, a sport analytics and math double major who was one of only 12

graduating seniors named a Syracuse University Scholar.

Our students continue to excel when matched with their peers across the country, securing top finishes in the nation's most prestigious competitions including the Diamond Dollars Case Competition on Baseball Analytics, NBA Hackathon, MIT/Sloan Sports Analytics Conference and the Academy of Economics and Finance, among others. Similarly, our faculty, staff, advisory councils and industry partners lead the way in modeling best practices for teaching, advising and support. We are exceedingly proud and very grateful.

With many in-person events returning to campus this year, I hope your travels bring you to Syracuse University and Falk College. Together we move ahead toward better, brighter days.

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



# Congratulations to the Class of 2021

On May 23, 2021, Syracuse University held Commencement ceremonies for the Class of 2021. The Department of Sport Management congratulates 81 Sport Management undergraduates, 24 Sport Analytics undergraduates, and 16 Sport Venue and Event Management master's graduates who received their degrees as part of the Class of 2021.

Eighteen Sport Management/Sport Analytics students in the Class of 2021 graduated with honors with a GPA of 3.4 or higher. Seventeen students graduated Magna Cum Laude (GPA of 3.6 or higher) and 23 students graduated Summa Cum Laude (GPA of 3.8 or higher).

The following members of the Class of 2021 graduated with double majors: **Jonathan Bosch** (Sport Analytics/Math); **Joseph Deaton** (Sport Analytics/Economics); **James Hyman** (Sport Analytics/Neuroscience); **Colin Krantz** (Sport Analytics/Economics); **Alejandro Pesantez** (Sport Analytics/Economics); **Justin Philbin** (Sport Analytics/Economics); and **Kushal Shah** (Sport Analytics/Economics).

Twenty-two 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: **Ryan Beaurly, Jonathan Bosch, Bailie Brown, Matthew Diemand, Steven DiMaria, Katherine Eliou, Oliver Glavin, James Hyman, Max Josef, Josephine Kiesel, Seth Kourpas, Colin Krantz, Hannah Kuo, Nicolas Lemaire, Kaitlynn Miller, Cameron**

**Mitchell, Jonathan Offit, Jenna Parker, Alejandro Pesantez, Simone Saputo, Dylan Schwartz and Kushal Shah.**

Department Marshals were **Kaitlynn Miller** (Sport Management), **Jonathan Bosch** (Sport Analytics) and **Kayla Scognamillo** (Sport Venue and Event Management). **Max Josef** (Sport Management) served as the Falk College Marshal.

Sport Analytics majors **Jonathan Bosch, James Hyman, Samuel Marteka, Alejandro Pesantez and Kushal Shah** were named Falk College Scholars.

**Jonathan Bosch** was named a Syracuse University Scholar.

The Department of Sport Management traditionally celebrates its graduates during Commencement Weekend in May by holding an award ceremony and reception for seniors and their families, as well as faculty and staff. Due to COVID-19, this ceremony was not held. Here is a list of the senior awards:

- **Director's Award** - Samuel Marteka
- **Academic Excellence Award** - Kaitlynn Miller
- **Matt Brodsky Philanthropic Excellence Award** - Kristen Siermachesky
- **Sport Management VIP Award** - Max Josef
- **Professional Engagement Award** - Marc Orlin
- **Jason Morales Perseverance in Sport and Life Award** - Daniel Cott
- **Director's Award for Academic Promise** - Josephine Kiesel

- **Kate Veley Civic Engagement and Social Responsibility Award** - Caroline Johnson
- **Outstanding Graduate Student Award** - Kamille Cooper
- **Sport Analytics Academic Excellence Award** - James Hyman
- **Sport Analytics Research Excellence Award** - Jonathan Bosch
- **Sport Analytics Research Excellence Award** - Kushal Shah
- **Sport Analytics Director's Award for Academic Promise** - Colin Krantz
- **Sport Analytics Director's Award for Academic Promise** - Alejandro Pesantez
- **Sport Analytics VIP Award** - Zachary Koepfel
- **Sport Analytics Game Changer Award** - Bailie Brown

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

## Visit Sport Management's online resources

Be sure to check out [falk.syr.edu/sport-management](http://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.

# Sport Venue and Event Management Master's program graduates its ninth class

The Department of Sport Management's master's program in Sport Venue and Event Management (SVEM) welcomed its ninth class of graduate students to campus in July 2020. The program comprises 36 credit hours of intensive classroom learning, skill development and experiential opportunities in settings like Syracuse University's stadium.

The 2020-21 cohort included 15 students, with a diverse mix of educational backgrounds and from a variety of geographic locations. Students worked toward completing their practicum work in Summer 2021 and will continue in Fall 2021 with organization such as Winning Streak Sports, The National Diversity Council and Syracuse University Athletics.

In addition to their classwork, graduate students took part in professional development seminars conducted by Falk College Career Services and Sport Management internship placement coordinators on networking, cover letters, resumes, strategic interviewing, salary negotiation, career guidance and using LinkedIn.

In the Spring 2021 semester, students worked with associate professor Dr. Gina Pauline in the advanced event management course to plan a webinar focusing on the mental health of student-athletes. (See Page 24)

Students in the first nine 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 Dover Speedway, Brown University, Spectra Venue Management, Legends Hospitality, Spartan Race Inc., Country Music Hall of Fame, Syracuse University Athletics, Recreation Services at Syracuse University's Barnes Center, Met Life Stadium, Boston Celtics, Boise State University, Nike China, and Tulsa Sports Commission, among others.

The 10<sup>th</sup> SVEM graduate class began in July 2021. 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. 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](http://falk.syr.edu/sport-management/academic-programs).



STUDENTS

## Practicum list for Sport Venue and Event Management master's program

### Fall 2020

**Madison Derita**, Mercy High School  
**Jake Pickard**, Sponsor United  
**Kayla Robinson**, United Worldwide

### Spring 2021

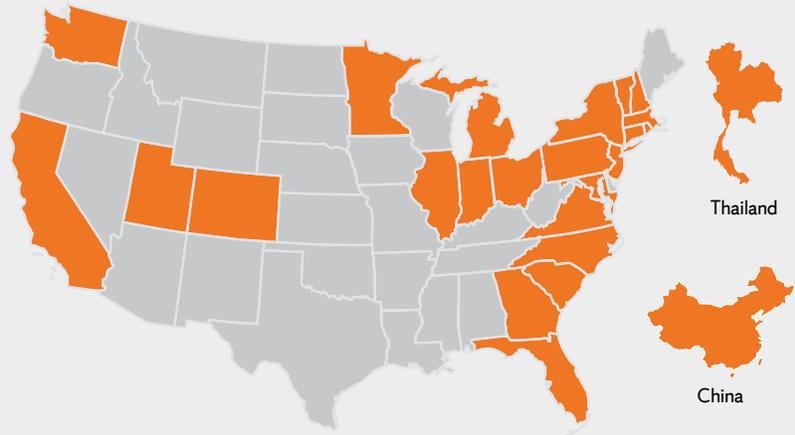
**Yuqi Liu**, Syracuse University Sustainability  
**Tiana Mangakahia**, ACC network  
**Ziyny Shang**, GORINK Training Center

### Summer 2021

**Kamille Cooper**, National Diversity Council  
**Mike Okin**, Winning Streak Sports  
**Morgan Widner**, Team Impact  
**Yuqi Liu**, Syracuse University Dome Operations



# Welcome Class of 2025 undergraduates



## Sport Analytics

California  
Connecticut  
Georgia  
Illinois  
Indiana  
Massachusetts  
Maryland  
Michigan  
North Carolina  
New Jersey  
New York  
Ohio  
Pennsylvania  
Rhode Island  
South Carolina  
Thailand  
Utah  
Virginia  
Washington

## Sport Management

California  
China  
Colorado  
Connecticut  
Florida  
Illinois  
Indiana  
Massachusetts  
Maryland  
Minnesota  
New Hampshire  
New Jersey  
New York  
Ohio  
Pennsylvania  
Rhode Island  
Virginia  
Vermont

Congratulations to the following students for achieving an overall cumulative GPA of 3.4 or higher, as of the end of the 2020-2021 academic year:

## SPORT MANAGEMENT

### CLASS OF 2021

Ryan Beaury  
Nathan Besold  
Andrew Bush  
Pin An Chen  
Joshua Davidoff  
Thomas Diamond  
Matthew Diemand  
Jacob Apostol  
Katherine Eliou  
Karis Felton  
Tasha Getten  
Oliver Glavin  
Margaret Haggerty  
Jordan Heller  
Jianghui Hu  
Emani Jones  
Max Josef  
Ruth Kaiser  
Jonah Kane  
Josephine Kiesel  
Hannah Kuo  
Griffin Laine  
Slater Lazar  
Nicolas LeMaire  
Charles Levison  
Guozheng Li  
Jack Lovalvo  
Samuel Low  
Jordan Lucero  
Matthew Masi  
Matthew McCabe  
Kaitlynn Miller  
Max Moss  
Jonathan Offit  
Marco Pantusa  
Jenna Parker  
Andrew Perodeau  
Michael Powell  
Andrew Prisco  
Jack Rothstein  
Keith Rubenstein  
Simone Saputo  
Ethan Schimel  
Dylan Schwartz  
P Bennett Sheppe  
Kristen Siermachesky  
Erica Sosman  
Benjamin Theytaz  
Zijian Wang  
Jonah Wheeler

### CLASS OF 2022

Luke Adelstein  
Finnian Bendana  
Ian Benepe

Jackson Boenheim  
Christian Buonadonna  
Megan Carney  
Ryan Charles  
Devan Dachisen  
Matthew Davis  
Ryan Dilts  
Caitlin Donoghue  
Caroline Dorfman  
Alexander Dougherty  
Rachel Duke  
Ava Eckhoff  
Joshua Eimbinder  
Whitaker Ellis  
Joseph Eovaldi  
Jacob Erman  
Nathan Fingeret  
Joao Murray  
Jakob Fox  
Spencer Frybergh  
Anna Genter  
Brandon Grant  
Charles Guenther  
Connor Howard  
Dylan Kelly  
John Kindig  
Zachary Leichtman  
Andrew Licciardi  
John Lichtenstein  
Yueqi Liu  
Joshua Love  
Zichen Lu  
Christian Owens  
Danielle Parr  
Kevin Perry  
Harrison Rayhill  
Jamie Rosh  
Bryan Schwab  
Kira Sebastianelli  
Brandon Silva  
Marie Sommer  
Daniel Sterns  
Emery Swanson  
Jenna Tivnan  
Diamantis Vergos  
Phillip Walz

### CLASS OF 2023

Michael Abrutyn  
Michael Altschul  
Sam Auerbach  
James Beck  
Corey Bruno  
Alexander Chillemi  
Ethan Cohen  
Matthew Cohen  
Maeva Collatos  
Stephanie Deangelis  
Geoffrey Desharnais

Nicholas Devita  
Juliana DiCenso  
Kevin Donoghue  
Rahul Dua  
Jordan Edelstein  
Jake Fienberg  
Lee Gerstman  
Dylan Goldberg  
Alex Guo  
Nyah Jones  
Melanie Kelly  
Andrew Leconte  
Yueyang Li  
Juliano Macera  
John McClatchy  
Noah Minsky  
Margaret Monzo  
Chloe Moss  
Colby Murphy  
Emerson Murphy  
Zhishan Ni  
Christopher Onorato  
Benjamin Paglia  
Zachary Paskal  
Faith Porter  
Lucas Purnell  
Brienne Quinnlan  
Killian Quirk  
Anthony Ruggiero  
Andrew Schiffer  
Maxwell Schobel  
Noah Shar  
Megan Sheehan  
Ethan Shifman  
Bolun Sun  
Blake Taub  
Anna Theodosopoulos  
Connor Toomey  
William Tucker  
Haley Uliasz  
Noah Wagner

### CLASS OF 2024

Jonah Aaron  
Jared Aaronson  
Kambel Beacom  
Tobias Chalk  
Yihui Chen  
Tyler Cohen  
Ethan Corbett  
Courtland Dawson  
Sebastian Delangle  
Tracey Edson  
Elizabeth Ellis  
Noah Eustis  
Chuqi Fang  
Alessandro Ferrari  
Lucas Figueiredo  
Jordan Fritz

Jacob Geisinger  
Carly Goldblatt  
Jonathan Goldstein  
Alexander Grossman  
Charles Groux II  
Robert Haberstock  
Blake Haboush  
Samantha Hall  
Ethan Harrison  
Ethan Hetu  
Xinyue Huang  
Madeline Huzjak  
Tristan Jeffers  
Christian Kachadourian  
Benjamin Kaplan  
Jacob Kasdan  
Sydney Kossoy  
Justin Krebs  
Quinn Kreller  
Aidan Krevlin  
Carter Lewis  
Yasseen Lotfi  
Sean Madden  
Steven Maffiore  
Pedro Mayer de Paulo  
Alexander Mendel  
Margo Noble  
Aksel Odmark  
Sydney Orszulak  
Jacob Palczak  
Anthony Palucci  
Cami Pasqualoni  
Kyla Pearlman  
Elena Randolph  
Landon Richardson  
Jacob Robinson  
Allison Rosen  
Zachary Roth  
Eli Samuels  
Joseph Sojewicz  
Jacob Taboh  
Zhengyu Tang  
Philip Tepper  
Sarah Thompson  
Daniel Todd  
Sydney Topper  
Elizabeth Vogt  
Cameron Wakai  
Muzhe Wu  
Yihang Xu

## SPORT ANALYTICS

### CLASS OF 2021

Jonathan Bosch  
Bailey Brown  
Jacob Cummis  
Joseph Deaton

Jack Dolitsky  
Nicolas Giancola  
James Hyman  
Zachary Koeppel  
Colin Krantz  
Dylan McGee  
Cameron Mitchell  
Alejandro Pesantez  
Justin Philbin  
Harrison Platt  
Kushal Shah  
Davis Showell

### CLASS OF 2022

Samual Ayers  
Evan Baum  
Joe Chen  
Joshua Danzig  
Drew Disanto  
Brian Drew  
Justin Harrington  
Andrew Kelly  
Sean Kenney  
Brendan McKeown  
Drake Mills  
Benjamin Phillips  
Dominic Samangy  
Cooper Shawver  
Christopher Thomas  
Eli Wood  
David Zukowski

### CLASS OF 2023

Benjamin Allen  
Ian Archer  
John Asel  
Jackson Beers  
Daniel Beim  
Mitchell Berezny  
Alexander Borelli  
Daniel Brockett  
Elijah Buto  
Xinliang Chen  
Kylie Dedrick  
Philip Frank  
Sam Gellman  
Matthew Gennaro  
Corey Goldman  
Shane Halpin  
Colin Hardy  
Logan Harris  
Jackson Hecker  
Gabriel Herz  
Liam Hogan  
Brent Huot  
Kevin Ivers  
Carter Jones  
Christopher Jones  
Preston Klaus  
Ikuo Kobayashi

Graham Kotchick  
Jared Lavigueur  
Nathaniel Mahoney  
Mackenzie Mangos  
Connor Meissner  
Eli Miller  
Austin Murphy  
Jacob Murrer  
Daniel Nagle  
Michael O'Connor  
Zachary Palfey  
Matthew Penn  
Seth Quinn  
Morgen Roberts  
Jeremy Rosenbaum  
Ruben Sara  
Chase Seibold  
Brenden Slomka  
Ryan Song  
Quinn Spangler  
Matthew Tan  
Benjamin Wachtel  
Seth Warner  
Daniel Wiederhorn

### CLASS OF 2024

Benjamin Blahauvietz  
Sean Boland  
Tyler Bolebruch  
Douglas Camp  
Nicholas Catalano  
Robert Craig III  
Lucas Falcetti  
Joshua Freson  
Jake Gershberg  
Alison Gilmore  
Jacob Graff  
Brett Gustin  
Nolan Hammond  
Jackson Hett  
Matthew Holmes  
Jason Horne  
Jordan Jones  
Nicholas Kamimoto  
Aidan Kaplan  
Steven Kearney Jr.  
Collin Kneiss  
Peter Kucharczuk  
Mark Kyranakis  
Nicholas Lukowsky  
Ryan O'Connell  
Alexander Oppel  
Aidan Pavlick  
Dylan Phillips  
Quinn Robnett  
Robert Schnorr  
Connor Shanahan  
Hayden Wasserman  
Zachary Wood

# Senior Capstone Experience

Among the most valuable attributes of the Department of Sport Management is its connection with the sport industry, which impacts students in numerous ways, including the Senior Capstone experience. As a part of their degree requirements, Sport Management students must complete a 12-credit Capstone providing an opportunity to gain valuable hands-on experience in the sports industry before graduation.

Since the Capstone is the culmination of one's academic experience, the planning pro-

cess begins during a student's freshman year. The process concludes with the full-semester experience with a specific sport entity or organization as local as Central New York to across the United States and around the world.

A Capstone requires students to work with a sport-related organization for a minimum of 540 hours over the course of one semester, gaining experience in areas such as sales, marketing, finance, analytics, event management, collegiate athletics, communications, law, community relations, and more.

Listed below are Sport Management students and the organizations where they completed their senior Capstone in 2020-2021. We are grateful to our growing list of Capstone partners, who continue to provide tremendous learning opportunities for our students. This all happens under the leadership of Sport Management internship placement coordinators Nicole Cost, Lisa Liparulo and Kevin McNeill.



## FALL 2020

<b>Victor Allaham</b>	CelebExperts
<b>Ryan Beaury</b>	Dags Basketball
<b>Jacob Berger</b>	Pro Mindset Podcast/360 sports
<b>Connor Bunfill</b>	Grit Player Services
<b>Noah Christian</b>	CelebExperts
<b>Thomas Diamond</b>	CNY PGA
<b>Peter Dearth</b>	Sweet Lax Lacrosse
<b>Oliver Glavin</b>	Sportscaster
<b>Margaret Haggerty</b>	Football Bowl Association
<b>Jacob Hauser</b>	Syracuse University Athletics - Marketing
<b>Patrick Hopkins</b>	Orange Bowl Committee
<b>Caroline Johnson</b>	The Montag Group
<b>Max Josef</b>	Exclusive Sports Group
<b>Jonah Kane</b>	Syracuse University Athletics - Marketing
<b>Seth Kourpas</b>	Radegen
<b>Griffin Laine</b>	SPORTFIVE
<b>Nicolas LeMaire</b>	Premier Partnerships
<b>Marc Orlin</b>	Super Fan Fundraising
<b>Xin Ren</b>	Hebei China Fortune Football Club
<b>Colin Taylor</b>	Talent Resources
<b>Jordan Tyler</b>	Talent Resources
<b>Renny Zucker</b>	Talent Resources

## SPRING 2021

<b>Jacob Apostol</b>	Athelo Group
<b>Darren Barnowitz</b>	Harrison Benjamin Ventures
<b>Nathan Besold</b>	Perfect Game Midwest
<b>Andrew Bush</b>	Queensboro FC
<b>Pin An Chen</b>	LP Support
<b>Joshua Davidoff</b>	Wasserman
<b>Matthew Diemand</b>	Nashville Sports Council / TransPerfect Music City Bowl
<b>Blake Deresienski</b>	Rookie Road
<b>Katherine Eliou</b>	Queensboro FC
<b>Kevin Engel</b>	Queensboro FC
<b>Karis Felton</b>	Grit Player Services
<b>Jianghui Hu</b>	DTK Sports
<b>Emani Jones</b>	Wasserman
<b>Ruth Kaiser</b>	Miami Heat
<b>Josephine Kiesel</b>	Mountain Goat Run Foundation
<b>Slater Lazar</b>	Talent Resources
<b>Matt LeConte</b>	AJGA
<b>Charles Levison</b>	Evolution Media Talent
<b>Guozheng Li</b>	Best Golf Academy

## SPRING 2021 (continued)

<b>Samuel Low</b>	Syracuse University/ACC Sustainability Management
<b>Jordan Lucero</b>	Manchester United
<b>Matthew Masi</b>	Radegen
<b>Matthew McCabe</b>	ISlide
<b>Kaitlynn Miller</b>	Bowl Season
<b>Max Moss</b>	CNY PGA
<b>Evan Naccarella</b>	The Digital Renegades
<b>Jonathan Offit</b>	Lafayette College Athletics
<b>Marco Pantusa</b>	Talent Resources
<b>Jenna Parker</b>	Wasserman
<b>Andrew Perodeau</b>	Loud and Live Sports
<b>Michael Powell</b>	Super Fan Fundraising
<b>Andrew Prisco</b>	Rookie Road
<b>Lysianne Proulx</b>	Syracuse University Athletics - Communications
<b>Jack Rothstein</b>	Radegen
<b>Simone Saputo</b>	Relevant Sports Group
<b>Ethan Schimel</b>	You Can Play Project
<b>Dylan Schwartz</b>	Bowl Season
<b>Kristen Siermachesky</b>	Syracuse University Athletics - Student Services
<b>Erica Sosman</b>	Athelo Group
<b>Jayson Staiger</b>	CelebExperts
<b>Benjamin Theytaz</b>	Queensboro FC
<b>Zijian Wang</b>	BCW Public Relations
<b>Jonah Wheeler</b>	Wasserman
<b>Matthew Zammio</b>	Super Fan Fundraising

## SUMMER 2021

<b>Justin Abrams</b>	IMPACT Sports and Entertainment
<b>David Chow</b>	Football Marketing Association
<b>Robert Crawford</b>	Rookie Road
<b>Daniel Cott</b>	Premier Partnerships
<b>Tasha Getten</b>	Wasserman
<b>Ryan Harteveltd</b>	Milwaukee Brewers
<b>John Kindig</b>	CAN-USA Sports LLC - Batavia Muckdogs
<b>Hannah Kuo</b>	Allegiant Airlines
<b>Henry Little</b>	C4 Live
<b>Yueqi Liu</b>	CAA - China
<b>Cayne Mandell</b>	CollectibleXchange
<b>Emily Rubinshteyn</b>	Wasserman
<b>Keith Rubenstein</b>	The Digital Renegades
<b>P Bennett Sheppe</b>	Camp Winnebago
<b>Aidan Wisher</b>	The Players Impact
<b>Spencer Weissman</b>	Queensboro FC

# Capstone

## Relevant Sports provides industry insight

**By Simone Saputo**  
SPM '21

During the Spring 2021 semester, I had the opportunity to complete my senior Capstone with the Relevant Sports Group, an organization based out of New York City.

Relevant Sports boasts a large array of organizations within its portfolio, including the International Champions Cup (ICC) soccer tournament and LaLiga North America, Spain's first division of soccer. I worked with the ICC and LaLiga throughout my remote internship.

Throughout this experience, I learned a variety of skills in the Sales and Partnership Department for the ICC and LaLiga North America. I was fortunate to work for two separate organizations, thus gaining insight in two distinct areas within the sports industry.

Over the course of the four months, I assisted



with a variety of tasks, including prospecting for potential partners that would align with the organization. I helped to run activations with our existing partners, which included meet-and-greet events with LaLiga players. I oversaw how the event was built and executed.

I also worked to maintain Relevant's

relationships with current partners by creating activation ideas that would meet the goals of both organizations. It was fulfilling to see my ideas implemented across a variety of platforms.

Since graduating from Syracuse University in May 2021, I am looking to use the knowledge and experience that I have gained from my courses and internships to work in the sports industry, specifically in the domain of partnerships and marketing.

## Remote Capstone teaches time management, independence

**By Karis Felton**  
SPM '21

In the Spring 2021 semester, I completed my senior Capstone with Grit Player Services as a Social Media Marketing intern.

Grit Player Services was founded in 2020 by Jake Miller and Syracuse University Sport Management graduate David Jaffin '18, as a social media agency for athletes. Grit acts as an advocate, providing athletes support in personal brand-building via digital media and business development.

A benefit of completing my Capstone with a start-up company was experiencing all aspects of the company. Every day, my tasks were different. I researched influencers, pulled highlights from our clients' podcasts, and even got to work on the recruiting of future athletes.

Due to the COVID-19 pandemic, all Grit



Player Services employees work virtually, which allowed me to complete my Capstone from Syracuse University's campus. Having a remote Capstone taught me about time management and completing tasks without being monitored. It also introduced me to new ways to connect with team members, including one-on-one

calls that took the place of talking with people in person at the office. These calls helped me feel more comfortable during the internship and connecting with my colleagues as more than just a name on a screen.

My senior Capstone with Grit Player Services taught me so much about working in the sport industry. I am honored to have been offered a part-time position with Grit as a Growth Specialist in their sales department focusing on the recruitment of athletes.

## Capstone leads to job with Montag Group

By Caroline Johnson  
SPM '21

During the Fall 2020 semester, I completed my senior Capstone with The Montag Group, a company that specializes in talent representation, strategic consulting, media communications and content creation. Due to COVID-19 restrictions, I was unable to work in person at The Montag Group's New York City office. My remote Capstone experience was invaluable in so many ways.

Throughout my time at TMG, I had the opportunity to explore multiple verticals that the company specializes in. I mainly concentrated on speakers, talent representation, and strategic consulting divisions. This rotational aspect allowed me to gain a broad set of skills as well as form connections with numerous members of the Montag team.



Two projects come to mind as being the most rewarding experiences. While conducting research in the talent representation division, I suggested a young newscaster named Brhett Vickery to an agent, who ended up signing her as a client a few weeks later. TMG helped Vickery land her next job, where she was able to jump over 30 television markets. In the

consulting division, I continuously contributed to deck formation and client meetings for our client Q-Collar. Having the opportunity to see my research presented to executives was very rewarding. I am extremely proud of my time at The Montag Group, which sparked my interest in consulting.

I am grateful for my entire senior Capstone experience and look forward to starting my career at The Montag Group as the Executive Assistant to Chief Executive Officer Sandy Montag.

## Nashville provides senior on-site live event experience

By Matt Diemand  
SPM '21

During the Spring 2021 semester, I completed my senior Capstone on location at the Nashville Sports Council and TransPerfect Music City Bowl in Nashville, Tennessee.

As an events intern, I helped plan and execute major sporting events in Nashville, highlighted

by working in person at the 2021 SEC Men's Basketball Tournament at Bridgestone Arena.

COVID-19 had a major impact on my Capstone experience, however, I was lucky enough to move to Nashville in January 2021, and stay through May, working in the office a few days a week.

Many of the Sports Council's events were canceled or postponed, or had reduced capacity, such as the SEC Basketball Tournament being limited to a 20 percent capacity.

Despite COVID-19 limitations, I learned so



much about the inner workings of planning a major sporting event, from volunteer recruitment to creating production schedules to setting up on-site fan engagement and sponsorship activation zones. I gained valuable experience organizing and facilitating a new virtual speaker series and events, including a Zoom speaker series

with Vanderbilt kicker Sarah Fuller, SEC Commissioner Greg Sankey, and ESPN's Holly Rowe.

I assisted the Nashville Sports Council with various assignments, including membership sales and social media postings to engage the Nashville community.

My Capstone was truly amazing and allowed me to gain on-site live event experience in a year when so much shifted virtual. This Capstone built upon my event planning and game-day activation skills that I will take with me as I begin my post-graduation career as an event trainee at Octagon.

# Capstone

# SPM Club raises \$43,500 at 16th Charity Auction

The Sport Management Club at Syracuse University raised \$43,500 for Meals on Wheels Syracuse as a result of its 16<sup>th</sup> Annual Charity Sports Auction. In November 2020, online supporters placed bids on more than 300 items, including sports memorabilia, electronics, jewelry, gift baskets, trips, clothing, and tickets to events. The money raised will help Meals on Wheels serve 11,000 meals to people in need in the Syracuse-area community.



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

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 help feed families in need in our community is extremely gratifying."

The Sport Management Club meets at 7 p.m. Tuesdays during the academic year. For more information, contact SPM Club president Blake Taub at [bltaub@syr.edu](mailto:bltaub@syr.edu).

For more information about the annual Charity Auction, visit Twitter @SPMAuction as well as [www.sucharitysportsauction.com](http://www.sucharitysportsauction.com).

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 \$567,000 for local charities. Previous beneficia-

A Wish CNY, and McMahon/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



Auction co-chairs Jakob Fox '22, Devan Dachisen '22 and Kaitlynn Miller '21 (from left) stand in front of a large cardboard cutout of the Syracuse University men's basketball team that was auctioned off as part of the 2020 event.

ries of the club's annual charity auction have included Boys & Girls Clubs, Golisano Children's Hospital, the Ronald McDonald

STUDENTS

## Sponsorship class pairs students with Bowl Games

In Fall 2020, students in Sport Management assistant teaching professor Dave Meluni's SPM 324 Sponsorship and Promotion class partnered with the Football Bowl Association (now named Bowl Season) for a class project. Each of the 29 students in the class were paired with a Bowl game and had a direct line of communication with their respective Bowl.

Executive Director Nick Carparelli, who is a member of the Sport Management Advisory Council, helped pair students with executives at each Bowl game, where they worked with Sponsor United software to build a sales deck using real-life potential corporate sponsor prospects.

The students were paired with Sun Bowl, Boca Raton Bowl, Texas Bowl, Cactus Bowl, First Responders Bowl, Independence Bowl, Gator Bowl, Los Angeles Bowl, Liberty Bowl, Quick Lane Bowl, Military Bowl, Holiday Bowl, Fenway Bowl, Cure Bowl, Frisco Bowl, Las Vegas Bowl, Famous Idaho Potato Bowl, Cheez-It Bowl, New Orleans Bowl, Bahamas Bowl, Arizona Bowl, Citrus Bowl, Armed Forces Bowl, Pinstripe Bowl, Alamo Bowl, Music City Bowl, New Mexico Bowl, Outback Bowl and Duke's Mayo Bowl.

"The students received real-world experience using Sponsor United to provide their Bowl Game a genuine corporate prospect," Meluni said. "They also collaborated to build a sales deck that the Bowl could use in the marketplace."

In the Spring 2021 semester, the SPM 324 class worked with the Charlotte Hornets, while Meluni's SPM 215 sales classes worked with Sponsor United, Spotify and Disney.

### Esports companies provide real-world scenarios

In Spring 2021, students in Sport Management endowed professor Rick Burton's SPM 300 Esports Management class received feedback on real-world projects for industry-leading companies such as ESL Gaming, Copa 90, NBA 2K, and Riot Games.

Students represented sport management "agencies" for each of the above companies. Their job was to address challenges detailed by their "clients" and bring in solutions or new brand sponsors for leagues, tournaments and festivals. Leveraging tournament broadcasts, social media and on-site activations, students were tasked with creating compelling partnership platforms for brands to reach the company's fanbase. The class was split into seven five-person agencies that created partnership programs or creative solutions to reach esports fans in unique, creative and authentic ways.

Executives from the various companies provided feedback on the ideas and selected the top proposals for each assignment during the semester.

"It's always rewarding for students to get real-world practitioner feedback," Burton said. "Working with industry giants like Riot Games, ESL Gaming and the NBA, plus a major international brand like Copa 90, really made the class come to life and gave students a shot of confidence for future classes and their careers."



# A letter from the SPM Club president

By Sam Marteka, SPM '21

SPM Club President



What a crazy, crazy year it was. From having a wonderful start to Spring 2020 in person, to navigating the challenges of remote learning and online club meetings, to holding our first-ever virtual charity sports auction, the students in the Sport Management Club at Syracuse University had the most unique club experience ever. And wow, they certainly rose to the occasion!

The Sport Management Club, under the guidance of Professor Veley and phenomenal student leaders, provides invaluable experiential learning opportunities that expands our professional, academic, and social skillsets. Our trademark event, the annual Charity Sports Auction, which went completely virtual in 2020 for the first time in 16 years, raised \$43,500 for Meals on Wheels Syracuse under the leadership of co-chairs Kaitlynn Miller, Devan Dachisen, and Jakob Fox.

The SPM Club welcomed numerous guest speakers in person and via Zoom from a variety of organizations throughout the 2020-21 year, including executives from the Pittsburgh Penguins, Genius, the NBA, Madison Square Garden, iSlide, and Syracuse University Football, among others. We also held professional development events to help students navigate applications, internships, cover letters, and resumes, and started a peer mentor initiative which connected upperclassmen with underclassmen in the club to provide advice and make new connections.

I am proud to have led such an amazing group of students for the past two years who pledged their time and effort outside of class to the Sport Management Club every week. I look forward to seeing how the next wave of SPM Club rock stars continues the legacy of those who went before them. I am grateful for the opportunities this club provides to its students, and I am confident the SPM Club will continue to make an impact on the Syracuse University community and beyond for years to come.



A majority of the SPM Club meetings during the Fall 2020 semester were held via Zoom, making it challenging to plan its signature event, the Charity Sports Auction.

STUDENTS

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**Facebook:**  
SU Falk College Department of  
Sport Management

**Twitter:**  
[@SUSportMgmt](https://twitter.com/SUSportMgmt)

**LinkedIn:**  
<https://www.linkedin.com/groups/5117648/>

# 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 2020-21 academic year, two students were honored with this award: **Caroline Johnson**, who interned with The Montag Group in Fall 2020; and **Kaitlynn Miller**, who interned with Bowl Season in Spring 2021. Each received \$1,000.

Jennifer Corn Carter is a graduate of Syracuse University, with bachelor's and master's degrees in Social Work. She was honored with 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.



Kaitlynn Miller



Caroline Johnson

In Fall 2020, five students earned the scholarships: **Oliver Glavin** (SportsCastr), **Margaret Haggerty** (Bowl Season), **Max Josef** (Exclusive Sports Group), **Seth Kourpas** (Radegen), and **Marc Orlin** (Super Fan Fundraising).

## 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.

Twelve students were awarded scholarships for their 2021 summer internships: **James Beck** (Winston-Salem Dash), **Jackson Beers** (Carry Golf Investing), **Mitchell Berezny** (Bowie Baysox), **Anna Genter** (Super Fan Fundraising), **Andrew Licciardi** (The Season Ticket), **Connor Meissner** (Danbury Westerners), **Noah Minsky** (Sussex County Miners), **Joao Murray** (ThePostGame), **Benjamin Paglia** (Scranton/Wilkes-Barre Rail Riders), **Danielle Parr** (Talent Resources Sports), **Matthew Penn** (Newark Pilots) and **Benjamin Wachtel** (CoachMePlus).

For more information about the funds, contact Sport Management internship coordinator Lisa Liparulo at [lmiparu@syr.edu](mailto:lmiparu@syr.edu) or 315.443.0450.

## STUDENT LEARNING FUND

Nine Sport Management seniors were awarded scholarships from the Sport Management Student Learning Fund during the 2020-21 academic year. Each received \$500 to \$1,500.

In Summer 2021, two students earned the scholarship: **Yueqi Liu** (Creative Artist Agency) and **Henry Little** (C4 Live Entertainment).

In Spring 2021, two students earned the scholarships: **Andrew Bush** (Queensboro FC) and **Jack Rothstein** (Radegen).

## ACC honors 20 student-athletes

Twenty student-athletes from Syracuse University's Department of Sport Management were named on the Atlantic Coast Conference Honor Roll for the 2020-21 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 are:

**Kambel Beacom**, ice hockey  
**Jackson Boenheim**, basketball  
**Megan Carney**, lacrosse  
**Peter Dearth**, lacrosse  
**Joseph Eovaldi**, track and field  
**Nicolas Giancola**, basketball  
**Asa Goldstock**, lacrosse (graduate student)  
**Nicholas Hapney**, lacrosse  
**Josephine Kiesel**, rowing  
**Logan McGraw**, soccer  
**Michael Midkiff**, football  
**Anthony Queeley**, football  
**Kristen Siermachesky**, ice hockey  
**Marie Sommer**, field hockey  
**Sarah Thompson**, ice hockey  
**Jenna Tivnan**, soccer  
**Connor Toomey**, crew  
**Haley Uliasz**, rowing  
**Elizabeth Vogt**, rowing  
**Morgan Widner**, lacrosse (graduate student)

## Sport Professionals of Color Club building membership base

The Department of Sport Management's Sport Professionals of Color Club is an organization that strives to connect students who identify as people of color with sport professionals from across the 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 take part in experiential learning opportunities.

In Fall 2020, the Club welcomed author/consultant Will Baggett, who spoke about his path to success and how minorities should navigate post-college life. Former NFL player Jed Collins also

virtually spoke to the club. Committees are being formed to help the club grow its membership and campus presence.

The club is always looking for new members to take part in its activities and meetings. Past events include an NFL Draft watch party, co-hosting a panel discussion on women in sports titled "Competing to Win" with Phi Beta Sigma Fraternity, Inc., as well as hosting a Madison Square Garden internship panel. The club has welcomed numerous guest speakers over the years, including executives from ESPN, the Houston Texans, CNN, and Turner Sports, among others.

Meetings are open to all Syracuse University students.

To get involved with this organization, email club president Elena Randolph at [edrandol@syr.edu](mailto:edrandol@syr.edu).

# 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 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 events.

A main focus for the Spring 2021 semester was



pairing with the University of Pittsburgh's WISE Chapter to host a webinar titled "The Women Behind Pro and Collegiate Basketball." The webinar featured SPM alumna Drina Domic '19 (NBA), Natalie Dumin (HBSE/Philadelphia 76ers), Beth Kane (NCAA) and Audrey Stapleton (Charlotte Hornets). WISE also co-hosted a "Women in Sports Journalism" panel with The Women's Network Syracuse, featuring Syracuse alumna Sarina Morales (LA Rams) and Maddy Glab (Buffalo Bills).

"Working collaboratively with other student organizations to put on events like this is what makes being a member of

WISE so important," said 2020-21 WISE president Devan Dachisen (SPM '22). "Hearing from inspiring women in the industry is invaluable to our members, who are all striving to expand our networks and find success in the sport industry one day."

In January 2020, partnering with Syracuse University women's basketball, WISE co-hosted a "Professional Women of

Syracuse" event at the Carrier Dome featuring panelists who shared their insights on working in athletics.

WISE members often volunteer at the Ronald McDonald House in Syracuse to cook

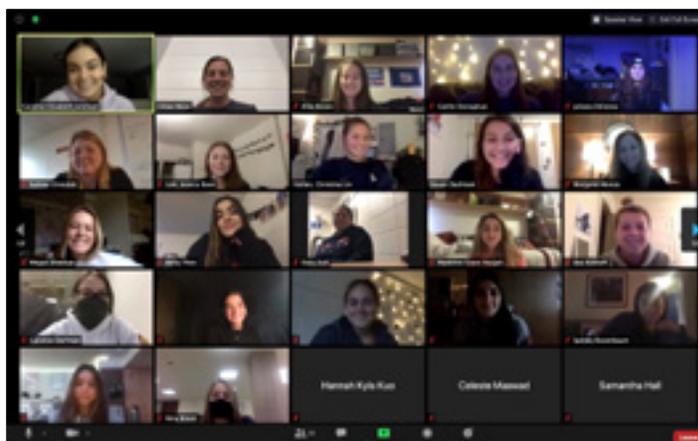
and serve meals to families staying at the facility. The group also co-hosts workshops focusing on campus resources and resumes; partners with Witty Wicks, a homemade candle company, and Chipotle, to fundraise for networking trips and events; and welcomes numerous guest speakers to campus or virtually.

"WISE provides a fantastic way for young women to hold leadership positions and create opportunities for members, such as hosting events or collaborating with other on-campus groups," said WISE co-advisor Nicole Cost, who is also an internship placement coordinator in the Department of Sport Management. "These are great talking points when networking as well as on interviews, not to mention a solid way to learn skills for when they leave campus."

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

The club officers for 2020-21 were Caroline Johnson, Devan Dachisen, Caitlin Donoghue, Chloe Moss and Megan Monzo.

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 Nicole Cost at [nfimbrog@syr.edu](mailto:nfimbrog@syr.edu) or Lisa Liparulo at [lmiparu@syr.edu](mailto:lmiparu@syr.edu), or club president Maddy Huzjak at [mghuzjak@syr.edu](mailto:mghuzjak@syr.edu).



# Blazing Her Own Trail

## First woman completes sport analytics degree at Syracuse

Bailie Brown graduated in May 2021 from Syracuse University's Falk College with a Bachelor of Science degree in sport analytics, becoming the first woman to complete the four-year undergraduate program since its inception five years ago. Her 23 classmates are men.

"It's definitely an honor," Brown said. "I think there's a little bit of pressure that goes along with being the only female in the senior class. I feel like I need to be successful."

Syracuse University and California Baptist University in Los Angeles began offering a four-year undergraduate course of study in sport analytics in 2016. Brown chose Syracuse after discovering the program by chance.

"I was just kind of searching for different opportunities and ran across this one and knew immediately it was exactly where I wanted to go. There wasn't any question," said Brown, who was salutatorian of her high school class in Florence, South Carolina. "I've always loved sports, baseball in particular, and math in high school was fun for me, for some reason, so it was kind of a no-brainer to put the two together."

The opportunity at Syracuse was there, thanks in large part to the efforts of professors Michael Veley, founding director of the university's sport management program, and Rodney Paul, director of the sport analytics program. Falk College's 275 applications for the incoming class in August are the most for the program, up more than 11 percent from 2020, and 31 are women, more than triple last year's total of 10.

Brown is in a good place at a seemingly opportune time. Women are gaining traction in management positions at the top echelons of professional sports, opening more doors for others to follow into a realm that's been dominated by men.

"If you look at what's going on in the sports world in general of women breaking down barriers that have been in existence for decades in terms of becoming a general manager of a major league baseball team, an official at an NFL game, women coaching men's sports, it's starting to open up opportunities," said Veley, adding that the school also is achieving its goal of attracting more minorities and international students. "We feel that women in the analytics field can be pioneers."



Bailie Brown poses in a cap and gown in front of the David B. Falk College of Sport and Human Dynamics, where she graduated with a degree in sport analytics in May 2021.

Two years ago, Valerie Camillo became the first woman hired as president of an NHL franchise when she took the position with the Philadelphia Flyers. The Miami Marlins hired Kim Ng as general manager in October, the first female GM in the four major North American professional sports leagues. And in mid-April, Lucy Rushton, an analytics whiz, was hired as GM of D.C. United, just the second woman in Major League Soccer history to be a full-time general manager, after Lynne Meterparel with the San Jose Clash in 1999.

"It's scary to think that it's taken a good 20 years for the next one," Rushton said. "Obviously, it's a bit of a privilege to be in that position. It kind of gives me that little bit extra incentive to kind of create a pathway for women going forward. If I do a good job in my role, hopefully it does open up doors for other women."

That Brown isn't an athlete didn't faze



Sport Analytics students Bailie Brown '21, Dean Preston '22, Christopher Thomas '22, Brendan McKeown '22 and Sean Kenney '22 (from left) traveled to Phoenix, Arizona, during Spring Break in 2019 to compete in the National Sabermetrics Competition.

her one bit. Her foundation was developed by going to her younger brother's Little League games and asking questions, lots of questions.

"I coached my son in Little League and she was always out there with us, asking me questions after the games and after practices," said Ken Brown, Bailie's dad. "We didn't have the typical conversations. It was talking strategy about the game and what they should do. She has such a deep interest in the actual game and all the strategy. I'm very, very proud of her. She's fulfilling her passion."

"I love it! That's amazing," added Jessica Gelman, a pioneer in her own right as CEO of Kraft Analytics Group in Foxborough, Massachusetts, and co-founder 15 years ago of MIT's Sloan Sports Analytics Conference.

"Analytics kind of evens the playing field for women, so I'm glad to see that there are women who are taking interest in pursuing this area. Obviously, the past few years there's been a huge focus on enhanced equality for women and under-represented minorities.

Rushton, a native of Reading, England, and a former soccer player for her hometown club (Reading FC), said she was surprised when she was hired a short time after receiving a Master's degree in sports performance analysis from the University of Wales Institute in 2008. "You're just waiting for that break and you just need someone to just take a risk on you," she said.

Brown, 21, already has found that someone. She completed her final college semester remotely because of COVID-19 restrictions in upstate New York, and that dovetailed nicely with her new job working on baseball strategy as an operations apprentice with the Houston Astros, where Sarah Gelles is director of research and development.

"I hope this is opening up more opportunities for more girls to come to Syracuse and follow in my footsteps and my classmates' footsteps so it'll get to a point where it isn't a big deal," said Brown, who moved to Houston in April 2021. "It'll be normal for women to be graduating with these kinds of degrees and working in fields such as sport analytics."

(This story was originally published by Syracuse University in May 2021 and picked up by more than 50 national media outlets.)

# Stepping Up to the Plate

## Sport management major aims to put his education to work for greater diversity and equity in the sport industry

By Sarah H. Griffin  
Syracuse University

The game started at 7 p.m. Thirteen-year-old Christian Buonadonna sat with his aunt and uncle in the “nosebleed” section of the baseball stadium. Far below, their Philadelphia home team battled the opposing team into extra innings. As the night wore on, the crowd gradually thinned and Buonadonna and his family moved closer. Soon they were in prime seats and perfectly positioned to catch the foul ball that popped into the air and soared toward them. “It was the whole experience—being there on a summer night for 1.8 innings, up until 3 a.m., going home with a ball—I really fell in love with the game,” Buonadonna says.

At first, Buonadonna’s interest in sports revolved primarily around baseball and the statistics of the game. When he first applied to Syracuse University’s David B. Falk College of Sport and Human Dynamics, he thought he’d want to study sport analytics. But as he explored the range of Falk’s programs during his first year, he became captivated by the dynamism and interdisciplinary nature of sport management, which he eventually declared as his major. “Sport management brings in aspects from many other fields—business, communications, marketing, psychology. I like that you pull insight from all these different areas and then apply them in a sport context,” says Buonadonna, who is planning to graduate in 2022.

### Worthy Goals

As he envisions his career plans, Buonadonna hopes to address issues of diversity and equity in sports and sport industries. “I always go back to the concept of intersectionality,” he says. “There are athletes who identify in multiple ways—some with identities they might even hide. I think it’s important to shine a light on what those athletes may deal with—the oppression they may feel—and also highlight ways teams can support them and really celebrate the diversity in athletic communities.”

Buonadonna’s own life experiences inform his commitment to issues of diversity and inclusion and influence the empathy he brings

to this work. He and his younger sister were born in South Korea and adopted as infants by white American parents. At times he has faced challenges as a Korean American who is racially different from his parents, but he appreciates the perspective and insight that those challenges have helped him develop.

Buonadonna—who often adds his Korean given name, Jung, to his signature—has found ways to explore and embrace the Korean side of his identity. One of the most meaningful has been his practice of the Korean martial art Tang Soo Do.

“It has provided life lessons and helped me appreciate certain values, such as humility, self-control and integrity, which are part of our honor code and which I try to hold myself true to, to this day,” he says.

He also participates in and leads programming at the Syracuse University Catholic Center, and says his faith has been an important source of guidance and community.



Sport management major Christian Buonadonna '22 has worked with Syracuse University’s Office of Multicultural Affairs to organize programming that celebrates Asian American and Pacific Islander heritage.

### Putting His Education Into Practice

Buonadonna serves as a resident advisor with the Office of Student Living and works with members of the Syracuse football team and the men’s and women’s basketball teams living in an apartment complex on South Campus. It’s a role that lets him put into practice event planning skills he’s gaining from his studies. Even before the pandemic, it took some creativity to organize successful community-building activities, he says, because of the athletes’ full schedules and their tendency to retire to their apartments rather than gather in the communal lounges. Buonadonna’s responsibilities include planning two events a month for the residents he serves.

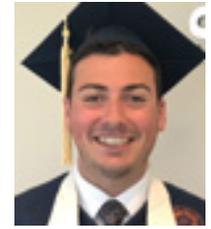
“I’ve realized the success of these activities depends largely on the way I market them and how and when I communicate to the residents. This connects to what I’m learning about in some of my courses—so I just keep adapting my techniques,” he says.

He works with other students and staff in the Office of Multicultural Affairs to organize programming for Asian American and Pacific Islander Heritage Month, which the University celebrated in April. He hopes to build on this experience in the guided internship he’ll complete in Fall 2021 as part of the sport management curriculum. In their final year, sport management majors complete a 12-credit Capstone that entails gaining hands-on experience in the sport industry. As he firms up plans for which organization he’ll work with, Buonadonna looks forward to being in a professional setting and expanding his knowledge of the ways different organizations are addressing issues around diversity and inclusion.

“There are so many people doing this important work already, and advocating for diversity and equity,” he says. “But there’s also still a lot of room for growth. I know I will find my place.”

(This story was originally published by Syracuse University in April 2021.)

# Sport Analytics students waste no time pu



Jacob Cummis



Baillie Brown

Twelve Sport Analytics seniors were named Berlin Scholars for the class of 2021. Shown above are 10 of the 12 scholars, including (from left) Jonathan Bosch, Zachary Anhalt, Samuel Marteka, Zachary Koeppel, James Hyman, Colin Krantz, Drew DiSanto, Alejandro Pesantez, Cameron Mitchell and Kushal Shah. Missing from the group photo are Baillie Brown and Jacob Cummis.

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, and 24 in 2021.

## Here are some program highlights from 2020-2021:

Twelve seniors were named Berlin Scholars for the class of 2021: **Zachary Anhalt, Jonathan Bosch, Baillie Brown, Jacob Cummis, Drew DiSanto, James Hyman, Zachary Koeppel, Colin Krantz, Samuel Marteka, Cameron Mitchell, Alejandro Pesantez, and Kushal Shah.** The scholarship is named for Andrew Berlin, who donated \$1 million to

Syracuse University's Sport Analytics program in 2018.

Eight seniors completed the Sport Analytics program in three years. **Joseph Deaton, James Hyman, Colin Krantz, Cameron Mitchell and Kushal Shah** plan to continue their studies in Fall 2021 through the Applied Data Science master's program housed in Syracuse University's iSchool. Also finishing in three years are **Baillie Brown**, who began a job with the Houston Astros in May 2021; **Steven DiMaria**, who interned with the New York Yankees in Summer 2021; and **Davis Showell**, who plans to attend graduate school at Temple in Fall 2021.



Mackenzie Mangos



Jenna Tivnan

Women in Sports Tech, Inc. (WIST) awarded **Mackenzie Mangos '22** (Sport Analytics major) and **Jenna Tivnan '21** (Sport Management major/Sport Analytics minor) fellowships for Summer 2021. Each received a \$5,000 grant to pursue summer projects in their chosen area of sports technology. Tivnan interned with Comcast SportsTech and Mangos interned with KORE Software.

The **Sport Analytics Learning Community** took part in a Tableau Workshop in Fall 2020, which included a competition element. **Dr. Jeremy Losak** assisted with the project as well as **Dr. Rodney Paul** and Sport Analytics academic advisor **Francesco Rivero**. The Learning Community hosted guest speakers

from Major League Baseball's Diversity and Equity Department, took part in a virtual "Beat The Bomb" team-building exercise organized by Sport Management alumnus Tiffer Valente, and held a research event featuring presentations from Sport Analytics upperclassmen.



James Hyman



Kushal Shah



Dominic Samangy

## Kushal Shah, James Hyman and Dominic Samangy

won the Academy of Economics and Finance (AEF) undergraduate student research paper competition, which was held virtually in February 2021. The title of their research is "Poisson Betting Model with a Kelly Criterion Element," which focuses on using production-based metrics to determine outcome probability combined with the optimization of bet amount and distribution. Their research was also selected for a presentation and research poster display at the 2021 MIT/Sloan Sport Analytics Conference, the top conference in the Sport Analytics field.

**Zachary Koeppel and Dominic Samangy '22** won the 2021 Falk College Student Research Competition. Koeppel's research is titled "How to Allocate the NFL Salary Cap with a Highly Paid Quarterback." Samangy's research is titled "Under the Radar: An NBA/NCAA Player Similarity Model Utilizing a Factor Analysis and Radar Plots."

**Jonathan Bosch, Baillie Brown, James**

# Putting Syracuse degree program on the map



Sport Analytics students took part in a Zoom call with Andrew Berlin, who donated \$1 million to Syracuse University's sport analytics program in 2018.

**Hyman, Zachary Koepfel, Colin Krantz, Mackenzie Mangos, Cameron Mitchell and Kushal Shah** participated in SportsPro's 2021 Hackathon. The topic of the hackathon was "Sustainability in Sport" and the prompt was to develop a product/service/business/event/other that met the "triple bottom line" of making sport more socially, environmentally, and financially sustainable.



Zachary Koepfel

Also at the AEF conference, **Zachary Koepfel** presented his senior thesis titled "How to Allocate the NFL Salary Cap with a Highly Paid Quarterback." Sport Analytics associate professor

**Dr. Jeremy Losak**, along with Sport Analytics majors **Samuel Marteka** and **Mackenzie Mangos**, also presented their research at AEF titled "The Impact of College Conference TV Networks on College Football and Basketball Attendance." Their research also was awarded an ACC Initiatives grant worth \$2,700 from the ACC-CRIA Innovation Initiative Small Grant Program.



Dylan McGee

**Dylan McGee '21** presented his research on "Reclassifying Relief Pitchers" at the Fall 2020 UConn Sport Analytics Symposium. Using "K-Means Cluster Analysis on Standard, Batted Ball and PFX Data," McGee can cluster relievers into new roles based off their strengths/weaknesses.

Sport Analytics professors **Dr. Shane Sand-**

**ers** and **Dr. Justin Ehrlich**, as well as students **Colin Krantz, Kushal Shah, James Hyman** and **Dominic Samangy**, virtually presented their research at the Fall 2020 Midwest Sports Analytics Conference.

**Jonathan Bosch, Nick Riccardi '20 G'21** and **James Hyman** presented their research to Syracuse University's Lubin Society via Zoom in Spring 2021. The students are SOURCE Grant recipients, have published research in peer reviewed journals, and had papers presented at multiple conferences and competitions. They are also the team behind the "Falk Index of Team Success," which they presented to the NBA in fall of 2020.

**Bruce Liska '24** presented his research on "The Big Ben Effect: An Analysis of how Injuries Impact Players in Fantasy Football" at the Fall 2020 Carnegie Mellon Sports

Analytics Conference.

During the 2020-21 academic year, Sport Analytics students assisted Syracuse University Athletics with various projects, including analyzing season ticket sales and revenue, and pricing of premium seats/suites. Analytics students also worked with the Dick's Sporting Goods Open of the PGA Tour related to analyzing/modeling their social media.

**Jeremy Rosenbaum '23** virtually presented his research at the Summer 2021 North American Association of Sport Economists Conference. Rosenbaum was the only undergraduate student to present at the national event. **Dr. Jeremy Losak** also had his research accepted for presentation at the conference.

Class of 2020 Sport Analytics graduates **Dylan Blechner, Kyle Liotta, Nick Riccardi, Joseph Sabel** and **Nicholas Schloop** worked as graduate assistants for the program in 2020-21. The five spent the 2020-21 academic year enrolled in Syracuse University's School of Information Studies' Applied Data Science master's program.

**Here's a sampling of where Syracuse University Sport Analytics students interned in Summer 2021:** SBRnet, SponsorUnited, Hookit, Yarmouth-Dennis Red Sox, Perfect Game USA, KORE Software, Pittsburgh Penguins, Dick's Sporting Goods, Sony/MLB The Show, RotoUnderworld/PlayerProfiler.com, Los Angeles Kings, Genius Sports, Luker on Trends/SRSS, FantasyAlarm.com, US Naval Academy, and Tampa Bay Buccaneers, among others.

As of May 2021, 37 students at Syracuse University are minoring in Sport Analytics.

Falk College will welcome 60 Sport Analytics freshmen to campus in Fall 2021.

## Jonathan Bosch earns Syracuse University's top honor

Congratulations to Falk College Sport Analytics major Jonathan Bosch, who was one of 12 seniors named as the 2021 Syracuse University Scholars, the highest undergraduate honor that the University bestows. Bosch is also a mathematics major in the College of Arts and Sciences. The Syracuse University Scholars Selection Committee selected the 2021 scholars using criteria that included coursework and academic achievement, independent research and creative work, evidence of intellectual growth and/or innovation in their disciplinary field, a personal statement and faculty letters of recommendation. Bosch is the first Sport Analytics or Sport Management student in the department's history to earn this honor.



# Analytics Clubs abound for all interests

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 <https://falk.syr.edu/sport-management/student-organizations/> for more information.



A team from Syracuse University was among the winners at the Society of American Baseball Research (SABR) Analytics' Spring 2021 Diamond Dollars Case Competition. The Syracuse team that won its room featured Sport Analytics majors (from left) Kevin Ivers '22, Sam Auerbach '23, Preston Klaus '22, Seth Warner '22 and Brent Huot '23.

## 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.

In Spring 2021, for the seventh straight year, Club members participated in the Society of American Baseball Research (SABR) Analytics' Spring Diamond Dollars Case Competition. Due to Covid-19, the students did not travel in March 2021 to Phoenix, Arizona, but instead presented virtually from Syracuse University's campus.

A team from Syracuse University was among the winners at the 2021 SABR Virtual Case Competition. Undergraduate teams were separated into virtual competition rooms, where they presented to judges via Zoom. The Syracuse team that won its room featured Sport Analytics majors Sam Auerbach '23, Brent Huot '23, Kevin Ivers '22, Preston Klaus '22 and Seth Warner '22. This team was one of four that competed from Syracuse University's Falk College.

Students were asked to devise an im-

proved metric for Game Score to evaluate the performance of starting pitchers.

Mackenzie Mangos '22 was awarded the Diversity, Inclusion and Equity scholarship to attend the conference.

"We are very proud of the way our students compete at these events," Sports Analytics director Dr. Rodney Paul said. "It's a terrific way for them to showcase their research in front of industry professionals as well as gain experience outside of the classroom."

With the help of gifts from Falk College donors Jeff and Andrea Lomasky as well as Andrew Berlin, Syracuse University sport analytics students are able to compete at numerous prestigious events and competitions throughout the year.

In Spring 2021, club members also worked with data provided by the Fordham University baseball team and are currently working on a project to adjust 2020 Major League statistics based on quality of the divisions.

The club hears from numerous guest speakers throughout the year via in-person visits and virtual presentations, including Major League Baseball executives, baseball publication writers and baseball analytic professionals. Joining the Club virtually during 2020-21 were Jim Callis, writer at MLB Pipeline; Mitch Colahan, assistant director of amateur scouting for the New York Yankees; Seth Daniels, director of diamond sports for Rapsodo; Bobby Evans, former general manager for the San Francisco Giants; Zac Fieroh, analyst for the Yankees; Rohan Gupta, baseball operations associate for the Yankees; Jesus Lantigua, international crosschecker for the Pittsburgh Pirates; and Syracuse University alumnus Justin Perline, quantitative analyst for the Pirates.

Officers for the 2020-2021 academic year were Steven DiMaria, Brendan McKeown, Hughston Preston, Brianne Quinlan and Seth Warner.

## BASKETBALL ANALYTICS CLUB

The Syracuse University Basketball Analytics Club concluded its fifth year in 2020-2021 with more than 40 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.

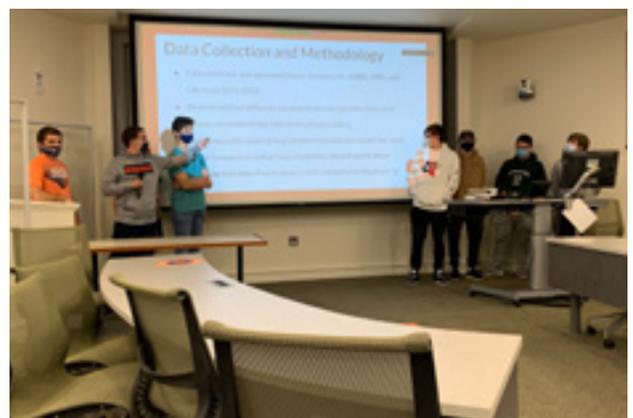
The club spoke (via Skype and Zoom) with NBA analytics executives as well as other industry professionals throughout the academic year, including Stephen Pelkofer of Sports Info Solutions and Justin Jacobs of the Orlando Magic.

Officers for the 2020-2021 academic year were Davis Showell, James Hyman, Jimmy Beck, and Dominic Samangy, as well as senior project coordinators Jon Bosch, Preston Klaus, Brendan McKeown and Alejandro Pesantez.

## 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 100 members. The club meets weekly discussing all things related to football, conducting research, competing in trivia contests, and welcoming guest speakers, among other activities.

The club spent the majority of the Spring



Members of the Football Analytics Club took part in a Mock Case Competition in Fall 2020. Among those participating were (from left) Cameron Mitchell, Jared LaVigueur, Justin Krebs, Tyler Bolebruch, Connor Shanahan, Zach Roth and Eli Buto.

2021 semester working on an offseason simulation, in which each member acted on behalf of an NFL franchise and signed free agents, made trades, and completed a full seven-round NFL Draft. This activity allowed members to use their skills and football knowledge to test their ability to successfully lead a team through an offseason while competing against 31 other teams.

In Summer 2020 and Summer 2021, club members competed in Sports Info Solutions' Football Analytics Challenge. During the Fall 2020 semester, club members took part in a Mock Case Competition. The students were divided into groups and tasked with projecting the contracts and future performance for certain NFL free agents. The groups presented their findings to a panel of upperclassmen and faculty.

Club members have also worked on numerous research projects over the past few years, exploring topics such as "Do NFL Players Perform Worse After Receiving a Large Free Agent Contract;" "Do NFL Referees Display Bias Towards Certain Calls or Teams;" "How Winning/Losing Streaks Impact Future Winning Chances and Betting Lines;" and "How Player Arrests Affect Team Winning Percentage in the NFL."

The Football Analytics Club routinely welcomes sport industry guest speakers, including Neil Hornsby, founder and CEO of Pro Football Focus; Bryan Kilmeade and Sam Schwartzstein, of the NFL's football operations department; Tucker Zeleny, director of sports analytics at the University of Nebraska; JT Busco, Syracuse University football assistant coach; and Ryan Smith, analyst and account manager at Pro Football Focus. These speakers, among others, gave students insight into the use of analytics in both professional and college football.

Officers for the 2020-21 academic year were Zak Koeppel, Cameron Mitchell, Will Friedeman, Joe Pickering and Preston Klaus.

## 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 Spring



The Sport Analytics Women (SAW) Club was formed in Fall 2020 and hosted numerous sport industry executives via Zoom over the course of the 2020-21 academic year.

2021 semester, members worked on a project for the Los Angeles Kings. In Fall 2020, club members discussed and analyzed the unique 2020 NHL playoffs. The club uses analytics in its research and discussions, and features students from numerous majors on campus.

Club officers for 2020-21 were Josh Frenson and Ryan Song. Former club leaders Dante Giugliano and Evan Baum acted as project team leaders.

## SOCCER ANALYTICS CLUB

The Soccer Analytics Club, which was founded in 2018, conducts analysis and research on the various soccer leagues around the world. The club's major success has been achieved in the form of papers being selected for various conferences, including the 2021 MIT Sloan Sport Analytics Conference, 2020 Midwest Sport Analytics Conference, and 2020 Carnegie Mellon Sport Analytics Conference. The club also won the award for Best Undergraduate Paper at the 2021 Academy of Economics and Finance and received an Honorable Mention at the 2020 Carnegie Mellon Sport Analytics Conference.

Club members strive to improve the scope



Soccer Analytics Club members Kushal Shah, James Hyman and Dominic Samangy virtually presented their research at the 2021 MIT Sloan Sport Analytics Conference.

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. Find examples of their work on Twitter @CuseAnalytics.

The club provides a platform for students with a passion for soccer to discuss the sport and work together, con-

ducting research using a variety of statistical methods and analytical tools. Students from all majors on campus are welcome to join.

Officers for the 2020-21 academic year were Kushal Shah, Drew DiSanto, James Hyman, and Dominic Samangy.

## SPORT ANALYTICS WOMEN (SAW) CLUB

Formed in Fall 2020, the 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. In Fall 2020, club members learned more about interactive pitch charts in tableau. They brainstormed ideas for research projects and decided to project how female college basketball players will fare in the WNBA.

During the 2020-21, the club welcomed several virtual guest speakers, including Olivia Stasiuk, Dallas Cowboys consumer insights strategist; Bria Grant, Brooklyn Nets senior manager of business intelligence; Dafna Aaronson, a performance and people analytics specialist; Neda Tabatabaie, San Jose Sharks vice president of business analytics and technology; Christina Williamson, New York Yankees performance science analyst; and Liz Brown, of USA Triathlon.

Club officers are Mackenzie Mangos, Kylie Dedrick, Jenna Elique, Marissa Schneider and Alison Gilmore.

# Senior thesis culminates academic careers

As part of their degree requirements, Syracuse University Sport Analytics students complete a senior thesis to apply their skills, undertake a research project, and have a completed project to display to potential employers.

The thesis encompasses a two-semester research project into the sport (or sports) of the student's choice. Topics focus on athletes, teams, businesses or a combination as it relates to the sports industry. The thesis centers on an original idea of which the students conduct background re-

search, gather data, create models, run statistical relationships, visualize the relationships, and explain the results across a variety of formats.

Students work one-on-one with a professor in the program to perform analytical research and analysis.

"The senior thesis gives the students the opportunity to show off all they have learned in the program," said Dr. Rodney Paul, Sport Analytics program director. "Their research will serve as a calling card of their skills and capabilities to the industry."

## Here are the Syracuse University Class of 2021 Sport Analytics graduates and their thesis research topics:

**Zach Anhalt:** *Real-Time Data Models for Setting Live Proposition Player Performance Betting Lines*

**Jonathan Bosch:** *NBA Leverage Index: Quantifying the Context of Field Goal Attempts in Basketball*

**Baillie Brown:** *How MLB Starting Pitchers are Affected by Pitches and Days Rest*

**Jacob Cummis:** *Quantifying Whether a Premier League Player's Contract Value is Justified by Their Play*

**Joseph Deaton:** *An Economic Analysis of the Labor Market of International Basketball for NBA-Hopefuls*

**Steven DiMaria:** *Projecting a Contract Extension for Aaron Judge*

**Jack Dolitsky:** *Mid-Season and Off-Season NBA Coaching Changes Effect on Team and Player Success*

**William Friedeman** (December 2020 graduate): *Sports Financial Analysis*

**Nicolas Giancola:** *Exploring the Effects of Changes to the Three-Point Line in NCAA and NBA Basketball*

**James Hyman:** *Decision Making in WNBA Basketball Players*

**Cameron Johnson** (December 2020 graduate): *Personality Assessment and the Evaluation of Youth Soccer Players*

**Colin Krantz:** *Simulating PGA Tournament to Predict Player Finishing Positions*

**Nathan Keller:** *Did the NBA Bubble Cause a Rise in Offensive Production*

**Zachary Koeppe:** *How to Allocate the NFL Salary Cap with a Highly Paid Quarterback*

**Sam Marteka:** *Examining the Skillsets of PGA Golfers from 2004-2020 and the Relationships to Scoring Average, Top Ten Finishes, and Seasonal Earnings*

**Dylan McGee:** *Reclassifying Relief Pitchers*

**Cameron Mitchell:** *Analyzing Trades in Major League Baseball Using WAR*

**Trevor Olofson:** *A Comprehensive Analysis on the Volatility of Relievers in Major League Baseball*

**Colby Olson** (December 2020 graduate): *Clustering Major League Baseball Pitch Type Selection*

**Alejandro Pesantez:** *Hierarchical Clustering Analysis on Offensive Skill Positions in the NFL*

**Harrison Platt:** *Exploring Fantasy Baseball Player Pricing*

**Justin Philbin:** *Analysis of Factors Impacting the Success of Rookie NHL Defensem*

**Kushal Shah:** *Clustering Attacking Possessions to Evaluate Different Play Styles for Soccer*

**Davis Showell:** *Draft Eligibility and the WNBA*

**Dax Speakman:** *Did the Environment of the NBA Bubble Change Game Trends?*

## Sport Analytics senior jumps at chance to intern with Buffalo Bills

Syracuse University Sport Analytics major Drew DiSanto '21 spent the Fall 2020 semester working on-site for the NFL's Buffalo Bills. Although the full-time, paid internship meant taking a leave of absence from his Syracuse University classes for the semester, DiSanto knew it was an opportunity he could not pass up.

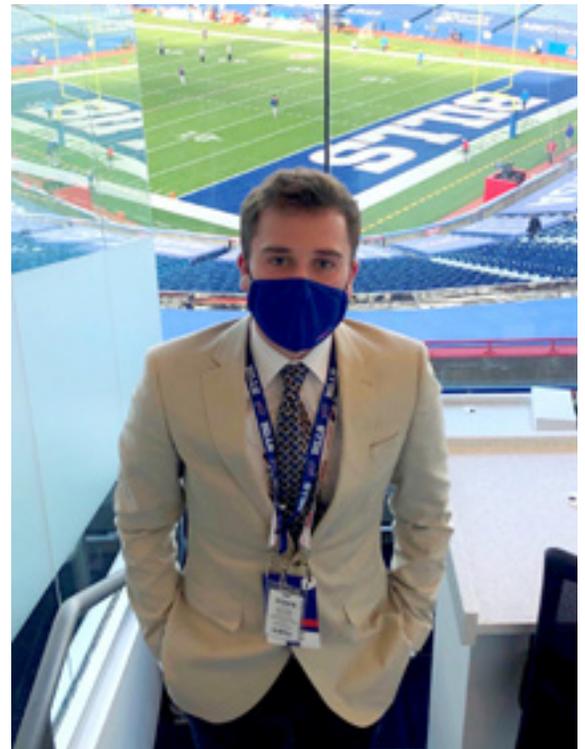
"I applied knowing that if I was offered the position, there was no way I could turn it down," said DiSanto, who has been with the team since July 2020. "I knew I would need to take the semester off from classes, but the opportunity to work for an NFL team does not come around very often. This internship is a great resume builder, and it has taught me many valuable, outside-the-classroom aspects of working in sport."

DiSanto worked in the Bills' Analytics and App Development Department as a Data Analytics Intern. Using Microsoft SQL, he managed stored procedures and views, and analyzed the Bills' opponents to find their strengths and weaknesses, as well as opportunities or threats they may pose on gameday.

"I learned a lot about communication, and how to convey the data we utilize to the coaches and scouts on a daily basis," he said. "I know I'm in the right workplace when my 10- to 12-hour days feel like three hours."

DiSanto, who is from Williamson, NY, returned to Syracuse University's campus in January 2021 to continue his classwork in Spring 2021 and Fall 2021, with a goal of graduating in December 2021. Does he hope to continue to work in football?

"I am not sure yet about my future plans," he said. "I am considering pursuing my master's degree in Applied Data Science at Syracuse. However, everyone at the Bills has been incredibly kind and I am very fond of this organization."



Drew DiSanto '21 spent the Fall 2020 semester working on-site for the NFL's Buffalo Bills in their Analytics and App Development Department.

# Female Sport Analytics students look to transform their love of math, sports into STEM careers

For women in Syracuse University's sport analytics program that admitted its fifth class in Fall 2020, networking with female role models in sports is essential as they enter a traditionally male-dominated field. With ongoing national efforts to encourage more young women to pursue science, technology, engineering and math, or STEM fields, female students in Falk's sport analytics program are inspiring a new generation to follow in their footsteps.

"Our female sport analytics majors are truly trailblazers, jumping in headfirst to apply their skills and knowledge to this important aspect of sports business," says Rodney Paul, professor of sport management and founding director of the sport analytics program. "They recognize they are role models and genuinely value, respect, and honor that role. They are leading the way for young women who love both sports and STEM programs in middle school and high school to careers in sports."

Syracuse University senior Bailie Brown was the first female to earn a bachelor's degree in sport analytics from Falk College when she completed her coursework in May 2021. She is grateful for connections made with women in sports through events, assignments, and participation in student organizations.

"Seeing there is a community of really amazing women in the industry, no matter how small, is proof I can succeed there as well. This has been a real inspiration for me, and I imagine it will be for other women," says Brown, who was a member of the Baseball Statistics and Sabermetrics Club and the Sport Analytics Women (SAW) Club during her time at Syracuse University.

The U.S. Bureau of Labor Statistics estimates that through 2024, mathematical science occupations, such as data analysts and statisticians, are expected to grow at rates higher than average. From analyzing player performance to evaluating the effectiveness of sponsorships and advertising, organizations rely more than ever on trained professionals to process and analyze data.

Brown grew up watching her brother play sports, spending her free time studying baseball. She credits her calculus and studio art teachers for the skills and confidence to pursue a career in sport analytics and feels that inspiration is important to pass on. In addition



During the Fall 2020 semester, the Sport Analytics Women Club hosted Olivia Stasiuk, marketing analytics manager for the Dallas Cowboys.



Alison Gilmore



Bailie Brown



Mackenzie Mangos

to serving as a peer advisor and teaching assistant for first-year students, Brown also mentored high school students during Falk College's Summer 2020 Berlin Sport Analytics Academy to enhance their analytical problem-solving and presentational skills. The Academy is made possible through generous support from Syracuse University Trustee and alumnus, Andrew T. Berlin '83.

Like Brown, having siblings on travel sports teams that took her family across the country fueled Alison Gilmore's passion for sports.

"I was pretty good at writing but loved math, and I wanted to combine my passion for math with sports," says Gilmore, a first-year sport analytics major.

During her sophomore year of high school, her father mentioned Syracuse University's new program in sport analytics he'd heard about at work. She researched the program that night.

"It was exactly what I wanted. There was nothing else like it. And if I went anywhere but here, it would not have been the same. I am just very grateful for this opportunity."

Gilmore is also a member of the Baseball Statistics and Sabermetrics Club and Sport Analytics Women Club. "Our program is very networking-oriented from the beginning. It is amazing and gratifying so early to have access

to these professionals. It sets us up to succeed because we see what skills are needed to get to their levels," says Gilmore.

Referencing professional broadcasters Holly Rowe and Maria Taylor, as well as San Francisco Giants coach Alyssa Nakken as role models for aspiring female sport professionals, Gilmore says, "given the roles these women are in, younger girls see these are attainable goals and gain confidence."

Second-year sport analytics student Mackenzie Mangos has minors in economics and information management and technology, and plans to graduate in three years. As a high school student-athlete who captained her teams in soccer, basketball, softball and volleyball, Mangos always loved math, envisioning her major to follow that path.

"The sport analytics major bridges two things I love: sports and math," says Mangos, who plans to finish her degree in 2022.

Leadership qualities she fostered throughout high school continued when she arrived at Syracuse University, participating in the prestigious SABR Diamond Dollars Analytics Competition at New York University as a first-year student. It was a natural transition for her to start the Sport Analytics Women Club at Syracuse in Fall 2020.

"I felt that this club would be a place for women to feel welcome as soon as they get on campus or even before arriving," says Mangos. The club's membership, currently at 13 and growing, welcomes students from all across campus.

The group is focused on research projecting how women's college basketball players will perform in the WNBA and plans to host tutorials on programs like R, Tableau and SQL.

Mangos believes seeing the success of other females in a predominantly male field will inspire more females to enter the industry.

"Females are a minority in sport analytics, but there is so much opportunity for us," says Mangos. "I hope our successes will encourage more women to pursue this career and want to enroll in this major here at Syracuse University."

(This story was originally published by Syracuse University in January 2021.)

# Inaugural Football Analytics Blitz competition kicks off at Falk

On February 26, 2021, students in Falk College's Sport Analytics program hosted the inaugural Football Analytics Blitz, a case competition for undergraduate college students from around the country. This virtual competition was led by Sport Analytics students Zachary Koepfel '21 and Ben Ayers '22, who saw a void in analytical competition opportunities for students interested in football.

"The SABR Diamond Dollars baseball case competitions were influential to growing my professional skills, so I wanted to give an opportunity similar to that for students whose primary focus is football," Koepfel said.

With the help of assistant professor Dr. Jeremy Losak and Sport Analytics academic advisor Francesco Rivero, the Syracuse University students partnered with Pro Football



Students Jenna Elique '22, Kylie Dedrick '23, Marissa Schneider '24, Mackenzie Mangos '22 and Alison Gilmore '24 (from left) teamed to win their respective room at the inaugural Falk College Football Analytics Blitz, which was held virtually on February 26, 2021.

Focus (PFF), the data supplier for all 32 NFL teams. Koepfel and Ayers worked with Eric Eager, PFF's vice president of research and development, who also served as a judge for the competition. PFF provided competition teams with facet grade and play-by-play

competition rooms, where they presented to judges via Zoom. The four room winners were the University of Pennsylvania, University of Oklahoma, Syracuse University and Duke University. The judges then selected Oklahoma as the overall winner of the competition.

data, which the teams were required to use in their analysis. PFF gave members of the overall winning team free memberships to its services.

The competition featured 20 teams from 14 college and universities. Teams were tasked with solving the prompt of "Optimizing the Pass/Run Ratio in Different Sections of the Field." They were given one week to analyze the prompt and create a 30-minute PowerPoint presentation that was presented live via Zoom on competition day.

Teams were separated into four virtual

## Syracuse University to offer CAS in Sport Analytics

Syracuse University will begin offering a Certificate of Advanced Studies (CAS) in Sport Analytics in 2022. This CAS will provide an overview of key topics and necessary skills in the growing field of Sport Analytics. The program is open to anyone with a bachelor's degree, but is likely to be of particular interest to those with degrees in sport management, various business disciplines, journalism and sport media, exercise science and kinesiology, etc.

Each class in the four-course CAS covers specific items related to the field of sport analytics:

- **SAL 601** gives an overview of the use of sport analytics across the major sports in North America and around the world as it relates to player and team performance.

- **SAL 602** covers coding in R, data wrangling, the use of tidyverse, joining data, data visualization in R, basic modeling of statistical relationships, creating simulations, and more.
- **SAL 603** covers coding in Python, data structures, NumPy, Pandas, data storage and management, and data cleaning, wrangling, and prep.
- **SAL 604** covers the basics of modeling relationships between variables.

For more information on the CAS in Sport Analytics, email program director Dr. Rodney Paul at [rpaul01@syr.edu](mailto:rpaul01@syr.edu) or call 315.443.9881.

## High schoolers test drive analytics at summer academy

More than 50 high school students enrolled in Syracuse University's Summer 2021 Berlin Sport Analytics Academy. The program, which was delivered virtually in two separate sessions (July 19 to August 6 and August 9 to 27) 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.

Sport Analytics professors Dr. Shane Sanders, Dr. Justin Ehrlich and Dr. Jeremy Losak led the sessions, and were assisted by Alejandro Pesantez '21 and Sport Analytics majors Kylie Dedrick, Mackenzie Mangos, Michael O'Connor, and Seth Warner.

# First Black Sport Analytics student graduates from Syracuse University

In May 2021, Davis Showell became the first Black student to graduate with a degree in Sport Analytics from Syracuse University.

Showell served as the president of the department's Basketball Analytics Club, where he contributed to multiple club projects, including a paper analyzing the decline of play in the fourth quarter for starters who play excessive minutes. Showell was also a member of the department's Soccer Analytics Club, assisting on club research and interacting with industry professionals.

Examples of his research include a Minor League Baseball attendance project for the Birmingham Royals and working with EDGE10 on a project about Australian Rules Football. The topic of Showell's senior sport analytics thesis was "Draft Eligibility and the WNBA," where he analyzed the WNBA rule regarding when college players can enter the draft.

Outside of campus, Showell gathered data for Opendorse, and acted as an analytics consultant with the Papillion (Neb.) La Vista High School basketball team.

Showell is continuing his education at Temple University's School of Sport, Tourism, and Human Management, where he is pursuing a Master's Degree in Sport Business with an Analytics concentration.



Davis Showell

## Virtual combine a highlight for Sales Club

The Sport Management Sales Club was established in 2015 to act as a medium 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 focus of the Spring 2021 semester was on holding a virtual sales combine in collaboration with executives from the New York Mets, the Philadelphia Flyers and the Brooklyn Nets. Students benefited from sales training followed by head-to-head, scenario-based competition in the format of a combine. The event was held in person on campus on Spring 2020.

During the Fall 2020 semester, the Sales Club partnered with the Boston Red Sox for its first-ever "Red Sox Premium Sales Project." SPM alumnus Sandor Kopitz '15, who is the manager of the Red Sox Sales Academy, helped form the partnership between the students and the organization. Club members were split into groups and asked to research a specific business in the greater Boston area. Students then created and presented a 10-minute sales deck on why that business

should purchase premium seats with the Red Sox. This allowed club members to practice their real-world research and sales skills.

"It was great to partner with the Syracuse University Sport Sales Club to provide their members hands-on sales presentation experience," Kopitz said. "My goal was to share a bit about our sales process here with the Red Sox and give Syracuse University Sales Club members a taste of what premium season ticket sales are like, how we sell and market them at Fenway Park, and highlight the tactics we use to build value during a sales presentation."

Students usually pair with Syracuse University Athletics each Fall to help sell tickets for Syracuse University football, and men's and women's basketball games. Due to the COVID-19 pandemic, this was not able to happen in Fall 2020. The partnership will begin again in Fall 2021.

During the Fall 2019 semester, club members cold-called businesses near and far to solicit table sponsorships for the Department's 15th Annual Charity Sports Auction benefiting Make-A-Wish Central New York. In February 2020, club members had the opportunity to get face-to-face selling experience through the annual Select-A-Seat event hosted by Syracuse University Athletics. Fans in attendance had the ability to try out and select seats for the upcoming football season. SPM

Sales Club members were on hand to qualify buyers and walk them through the process.

The club officers for 2020-21 were Ian Benepe, Casey Millar, Sam Crampton, Nick Costanzo, Alex Guo and Richie Clarke.

The Sales Club meets weekly during the academic year. For more information, contact Palczak at [jcpalczka@syr.edu](mailto:jcpalczka@syr.edu). All Syracuse University students are welcome to attend.

### Sport Media and Marketing Club

The Department of Sport Management formed a Sport Media and Marketing Club in Fall 2020 in hopes of providing 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. Club members are interested in hosting guest speakers, marketing Falk College's student organizations and events via social media, participating in marketing case study competitions and providing training on MailChimp, Canva and other commonly used programs in the industry.

Club officers for 2020-21 were Alex Guo, Blake Taub, Maeva, Matthew Penn and Faith Porter.

# New course tackles race, gender, and diversity in sport



Chris Robinson

Falk College's Department of Sport Management introduced a new course in Spring 2021 titled "Race, Gender, and Diversity in Sport Organizations." The three-credit course was taught by Dr. Mary Graham and

Sport Management alumnus Chris Robinson '15. Among other topics, the course covered identity, the history and policies of demographic categorization, intersectionality, and diversity management best practices, all with an emphasis on race, ethnicity, and gender in sport settings. The course culminated with students designing and implementing a final outreach, creative, or scholarly project.

Guest speakers included Thomas McMahon, associate dean for diversity, racial equity, and inclusion at the University of Texas at Arlington; Liz Mills, head coach of the Kenyan



Dr. Salatha Willis, Syracuse University's associate athletic director for diversity, culture, and climate, guest lectured in the class.

men's national basketball team; Dr. Salatha Willis, associate athletic director for diversity, culture, and climate at Syracuse University; Dr. Deborah Coolhart, associate professor of Marriage and Family Therapy at Syracuse

University; and BJ Johnson, Director of College Scouting and Player Evaluation for the Brooklyn Nets.

Students worked in groups on projects focusing on comparing racial inclusion in NASCAR versus Formula One; harassment of women in sport media; athlete voice and protests; a Public Service Announcement to encourage more women coaches; extending the Rooney Rule to the NBA; and social justice activism by members of the US Women's National Soccer Team versus activism by players on WNBA teams.

"I enrolled in the class because it had the word sport in its title," said Sport Analytics major Benjamin Gansenberg '23. "I left the class having never felt more aware of other humans, and the way that negative words and actions have much larger implications than just hurting somebody's feelings. I feel comfortable, confident, and quite honestly, expected, to take a role in combatting the negativity that surrounds race, gender, and ethnicity."

# Graduate students host webinar on student-athlete mental health



Falk College's Sport Venue and Event Management (SVEM) master's program hosted "More Than A Game," a virtual symposium dedicated to promoting athlete mental health awareness, on April 21, 2021. Speakers included Syracuse University student-athletes as well as industry professionals.

Brittney Sykes '17 (current WNBA player for the LA Sparks), Cam Lynch '15 (former NFL linebacker), Morgan Alexander '21 (Syracuse University women's lacrosse), and Quincy Guerrier '23 (Syracuse University men's basketball) served as panelists. Keynote speakers included Valorie Kondos Fields (PAC 12 Women's Gymnastics Coach of the Century), Dr. Jessica Bartley (Director of Mental Health for the United States Olympic and Paralympic Committees), Breyah Richardson (former Loyola New Orleans women's basketball player and founder of B.R.E.A.T.H.E., an organization designed to bring mental health resources to the Black community),

Matt Davidson (Founder and President of the Excellence with Integrity Institute), Resa Lovelace (Founder of RBL Theory, an organization dedicated to promoting workplace diversity and inclusivity), and Dona Rodgers (Founder of Morgan's Message, which strives to eliminate the stigma surrounding mental health within the student-athlete community and equalize the treatment of physical and mental health in athletics).

The topic of mental health was selected for its relevance in society, particularly sporting communities, where, regardless of age, race, gender, and/or sexuality, nearly 35 percent of professional athletes cite that they are coping with some form of a mental health issue.

A core component of Falk College's SVEM graduate program is a semester-long assignment for each cohort to collectively organize an event that they host during the spring semester. The students were in charge

of contacting speakers, promoting the event, social media activation, event set-up, and media coverage.

"This event provides students the opportunity to gain hands-on experience in event planning from start to finish," said Sport Management associate professor Dr. Gina Pauline, who has taught the Advanced Sport Event Management course for the past six years. "Students learned how to work on marketing, sponsorship, operations, and more through the executing of this virtual symposium. In what is a very different academic year for everyone, the students found an opportunity to develop their skills while focusing on such a meaningful topic."

"More Than a Game" was a first of its kind within the program's history as a completely online event. Past SVEM cohorts planned charity golf events or fundraising dinners/silent auctions in conjunction with Syracuse University Athletics.

# Guest speakers 2020-21

**De'Aira Anderson**, corporate communications manager, Seattle Kraken

**Dan Andree**, inside sales manager, Harris Blitzer Sports and Entertainment

**Harrison Avigdor**, USA Basketball analyst and global partnerships, NBA

**Patrick Ayling**, inside sales manager, Philadelphia Flyers

**Ryan Bamford**, director of athletics, University of Massachusetts

**TJ Barra**, former senior data quality analyst, Major League Baseball

**Dr. Jessica Bartley**, director of mental health, United States Olympic and Paralympic Committee

**Luke Beshar**, director of analytics and insights, Team Whistle

**Elijah Biggins**, integrated marketing strategist, Genius

**Sydney Blackman**, digital coordinator, Pittsburgh Penguins

**Mark Bloom**, senior manager of organizational business development, Cleveland Cavaliers

**Graham Borden**, community ambassador, NBA 2K League

**Tiffany Brec**, campus project coordinator, Vera House

**Christina Brennan**, vice president of business development, The Digital Renegades

**Tyrone Brooks**, senior director, Major League Baseball

**Lindsay Caine**, account executive, National Football League

**Jim Callis**, writer, MLB Pipeline

**Janaki Cash**, inside sales manager, Brooklyn Nets

**Nick Carparelli**, executive director, Bowl Season

**Mitch Colahan**, assistant director of amateur scouting, New York Yankees

**Steve Cornelius**, University of Pretoria, South Africa

**Seth Daniels**, director of diamond sports, Rapsodo

**Jess David**, marketing manager, Intel Sports

**Matt Davidson**, founder and president, Excellence with Integrity Institute

**P.J. Davidson**, vice president of sales, Queensboro FC

**Phil Dean**, producer, ESPN Monday Night Football

**Chad DeLuca**, director of sponsorship, Twitch

**Andy Dolich**, president, Dolich Consulting; chief executive officer, Fan Controlled Football (FCF) League

**Drina Domic**, team strategy analyst, NBA

**Kaitlin Donahoe**, senior manager of partnership marketing, Pittsburgh Penguins

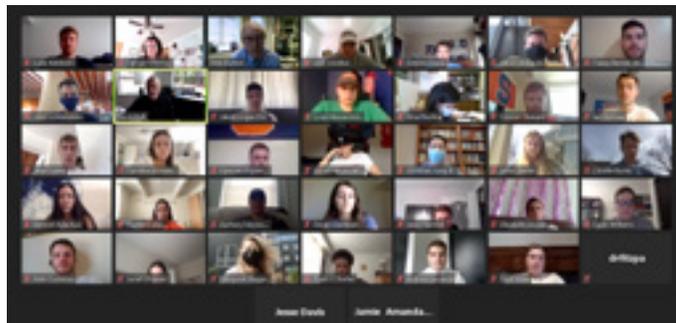
**Brendan Donohue**, president, NBA 2K League

**Sue Edson**, executive senior associate athletic director, Syracuse University

**John Egan**, sponsorship, Bowl Season

**Casey Epps**, business development, Uber

**Bobby Evans**, former general manager, San Francisco Giants



Guest speakers from around the world joined classes virtually during the 2020-21 academic year, most via Zoom, including this class with college benefactor and sports agent David B. Falk.

**Patti Fallick**, managing director of broadcast operations, USTA

**David B. Falk**, chief executive officer/founder, F.A.M.E.

**Zac Fieroh**, major league analyst, New York Yankees

**Matt Filippi**, research and client services specialist in analytics, Ballengee Group

**Nick Fleder**, basketball data analyst, Indiana Pacers

**Jim Gates**, Baseball Hall of Fame

**Bria Grant**, senior manager of business intelligence, Brooklyn Nets

**Rohan Gupta**, baseball operations associate, New York Yankees

**David J. Halberstam**, principal, Halby Group

**Charma Harris**, talent acquisition, CNA

**Adam Harter**, senior vice president, PepsiCo.

**Chris Henderson**, marketing partnerships analyst, NBA 2K League

**David Higdon**, global head of Esports communications, Riot Games

**Candace Campbell Jackson**, senior vice president and chief of staff, Syracuse University

**Mark James**, Manchester Metropolitan University, England

**Roger Jones**, director of corporate partnerships, Cleveland Browns

**Dave Joerger**, assistant coach, Philadelphia 76ers

**Kim Keenan-Kirkpatrick**, deputy athletics director, Syracuse University

**Rajiv Khanna**, partnerships, Sponsor United

**Emma Kilmer**, communications coordinator, Pittsburgh Penguins

**Kevin Knocke**, chief strategy officer, ReKTGlobal

**Sandor Kopitz**, sales academy manager, Boston Red Sox

**Kyle Kuhar**, account executive, Syracuse University Athletics

**Jake Kuhn**, events and activation, MisFits Gaming

**James Kuhn**, president and head of investor services, Newmark

**Jesus Lantigua**, international crosschecker, Pittsburgh Pirates

**Nick Lawson**, chief executive officer, SQWAD

**Chrissy Leach**, senior group sales manager, Boston Celtics

**Resa Lovelace**, founder and president, RBL Theory

**Mike Lucero**, global director, TwitchTV

**Michael Luscher**, founder, POINT3 Basketball

**John Madden**, manager of inside sales, New York Yankees

**Steve Mandis**, author; adjunct professor, Columbia

**Steve Mayer**, executive vice president and chief content officer, NHL

**Dave McArdle**, Stirling University, Scotland

**Eli McCarrel**, director of global brand partnerships, ESL Gaming

**Phylcia McCorkle**, manager of inclusion and diversity, Major League Baseball

**Ethan Medly**, director of public relations, New York Giants

**Connor Monzo**, account executive, New York Yankees

**Owen Morin**, vice president, Harris-Blitzer Sports & Entertainment (HBSE)

**Rob Murray**, associate manager, PepsiCo

**Paolo Nieddu**, global head of strategy, COPA 90

**Tyler Nordquist**, licensing manager, ISlide

**Michael Nortman**, community relations manager, Meals on Wheels

**Mario Oliveri**, manager of inside sales, New York Yankees

**Michael Patent**, founder, Culture Group

**Brian Papson**, vice president of marketing, Philadelphia Eagles

**Andi Perelman**, vice president digital, Pittsburgh Penguins

**Justin Perline**, quantitative analyst, Pittsburgh Pirates

**Brian Phillips**, stadium operations director, Buffalo Bisons

**Madelyn Prior**, recruiting specialist, ISlide

**Breyah Richardson**, founder, B.R.E.A.T.H.E.

**Kevin Rochlitz**, senior vice president of corporate sales and business development, Baltimore Ravens

**Dona Rodgers**, founder, Morgan's Message

**Joe Rosen**, legal counsel and certified player representative, ICON Sports

**Ben Rosenwald**, research analyst, BSE global

**Kate Ruben**, chief of staff/director of brand development, The Montag Group

**Joan Ryan**, author; former sportswriter, San Francisco Examiner

**Carly Salerno**, director of inside sales, Monumental Sports

**Matt Samost**, vice president of New Ventures, Vinik Sports Group

**D.J. Shea**, lead client solutions manager, LinkedIn

**Tori Shires**, chief development officer, Syracuse Rescue Mission

**Mark Simon**, senior research analyst, Sports Info Solutions

**Benjamin Simonds**, vice president of media sales, National Football League

**Jim Small**, senior vice president, Major League Baseball International

**Jason Smorol**, general manager, Syracuse Mets

**Ed Sprague**, director of player development, Oakland Athletics

**Jon Stahler**, president and founder, Stahler Sports & Entertainment Law

**Olivia Stasiuk**, marketing analytics manager, Dallas Cowboys

**Lynn Steenberg**, president, Sports Physical Therapy of New York

**Katie Stewart**, director of business operations and merchandise, Syracuse Mets

**Frank Supovitz**, producer, NFL Super Bowl

**Nick Szpur**, director of inside sales, New York Mets

**Micah Tannenbaum**, digital content, NBA

**Nick Toney**, social media manager, National Football League

**Mark Trumbo**, assistant athletics director, Syracuse University Athletic Department

**Jacob Turner**, former professional baseball player

**Travis Tygart**, chief executive officer, United States Anti-Doping Agency

**Adam Vogel**, vice president of ticket sales, service and operations, Utica Comets

**Max Vogel-Freedman**, player development and international scouting analyst, New York Mets

**Tyler Wasserman**, salary cap analyst, NBA

**Jill Weston**, volunteer coordinator, Syracuse Rescue Mission

**Jordyn White**, public affairs coordinator, NFL

**John Wildhack**, director of athletics, Syracuse University

**Salatha Willis**, associate athletic director of diversity, culture and climate, Syracuse University

**Samuel Wood**, stats auditor and research analyst, NHL

**Tyler Wuensche**, inside sales manager, Harris Blitzer Sports and Entertainment

**Sydney Wysoczanski**, operations coordinator, Premier Lacrosse League

The 2020-21 academic year was unique in many ways for the Department of Sport Management's faculty and staff as travel was limited due to COVID-19 while numerous classes were taught remotely. Faculty members virtually presented their research on campus, domestically, and internationally. Our faculty and staff continue to bring new and important perspectives impacting today's most critical issues in sport. Listed below is a small sampling of select accomplishments. We invite you to visit the Falk College and Department of Sport Management websites regularly ([falk.syr.edu/sport-management](http://falk.syr.edu/sport-management)) to stay current with SPM news.

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## Rick Burton

David B. Falk endowed professor



Burton is in his seventh year serving as Syracuse University's Faculty Athletic Representative to the NCAA and ACC. The former commissioner of the Australian National Basketball League is concurrently working on a number of new books and movie projects, and is a regular contributor of co-authored columns to *Sports Business Journal*. Burton teaches courses on managing the sport organization, esports management, and the history of baseball.

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## 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 Syracuse University's Newhouse School. His new book, *Live Sports Media: The How and Why of Sports Broadcasting*, will be published in Fall 2021.

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## Dr. Justin Ehrlich

Assistant professor



Dr. Ehrlich finished his second year at Syracuse University teaching sport analytics classes as well as mentoring students on research projects. He presented his research at the Midwest Analytics Conference, as well as had his research published in leading sport industry journals. Ehrlich is in his second year of a four-year grant titled "Virtual Reality Opportunities to Integrate Social Skills." The \$246,745 grant was secured through the U.S. Department of Education to help teach social skills to students with autism.

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## Dr. Mary Graham

Professor



Dr. Graham co-published a paper in the *Journal of Organizational Behavior*, entitled "Women Executives and Off-the-Job Misconduct by High-Profile Employees: A Study of National Football Team Organizations." She continues her work on strategic human resource management in supply chains, funded this year by a grant from Syracuse University's Intelligence Community Center for Academic Excellence.

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## Dr. Jeeyoon Kim

Assistant professor



In Spring 2021, Dr. Kim was awarded a \$15,000 FIFA Research Scholarship for her co-authored research on "Exploring FIFA Video Games as a Channel to Promote Football Participation, Football Literacy, and Psychosocial Well-being." She also has research focusing on all aspects of the Olympics, including "Olympic Sponsorship in Small States; Strategies and Partnerships for Caribbean National Olympic Committees." Kim has also worked with the Korean Sport and Olympic Committee on a project for the 2024 Gangwon Winter Youth Olympics Legacy Education Program and the 2032 Seoul Summer Olympics bid strategy.

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## Dr. Jeremy Losak

Assistant professor



Dr. Losak finished his second year at Syracuse University teaching sport analytics classes as well as co-advising the Sport Management Club and Baseball Statistics and Sabermetrics Club. He received an ACC Initiatives grant worth \$2,700 for research titled "The Impact of College Conference TV Networks on College Football and Basketball Attendance." Losak is a 2016 Syracuse University Sport Management graduate, who completed his PhD in economics at Clemson.

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## David Meluni

Assistant teaching professor



Meluni spent four years as an adjunct professor in Sport Management before joining the faculty full time in 2018. He has 20 years of experience in the sport industry, including at Florida State Athletics, IMG College (Syracuse Athletics) SIDEARM Sports, New York Collegiate Baseball League and Skoresheet. Meluni teaches sales, marketing, sponsorship and promotion courses at Syracuse University, and also serves as the faculty advisor for the Sports Sales Club. He will teach a new course in Fall 2021 on Name, Image, Likeness.

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## Dr. Rodney Paul

Professor, Sport Analytics Program Director



Dr. Paul presented his research at the 2020 European Sports Economics Association International Conference and the 2021 Academy of Economics and Finance Conference. Dr. Paul, a world-renowned sports economist who has been quoted by media outlets around the world, serves as co-advisor of Syracuse University's Baseball Statistics and Sabermetrics Club, teaches Sport Analytics courses at Syracuse University and oversees sport analytics senior thesis projects.

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## Dr. Gina Pauline

Associate professor, undergraduate program director



Dr. Pauline, who has taught at Syracuse University since 2006, works on curriculum, course development, academic affairs, assessment planning, and is involved with Syracuse University 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.

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## Dr. Jeff Pauline

Associate professor, graduate program director



Dr. Pauline leads the Sport Venue and Event Management master's program. His research was accepted for presentation at the 2020 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 Syracuse University Appeals Board.

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## Patrick Ryan

Associate teaching professor



Ryan, who spent more than 30 years working in the technology industry before coming to Syracuse University in 2006, retired in 2021. See story on Page 30.

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## Dr. Shane Sanders

Professor



Dr. Sanders, who has taught at Syracuse University since 2016, was promoted to full professor in 2020. His research is annually accepted at conferences around the world. Sanders published his first book in December 2020, *The Economic Reason*, and has served as an analytics consultant for a Euroleague basketball team for the past five years.

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## 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 Syracuse University. He serves as vice president of the Syracuse Sports Corporation, is the public address announcer for Syracuse University football and basketball games, and the advisor of the Sport Management Club. Veley spent nearly two decades working as a Division I athletic administrator.

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## Dr. Patrick Walsh

Associate professor



Dr. Walsh's research was accepted for presentation at the 2020 Sport Marketing Association Conference and the 2021 North American Society for Sport Management National Conference. He currently serves on the editorial boards of the *International Journal of Sport Management* and the *Journal of Global Sport Management*, and is a co-author of a *Sport Marketing* textbook that was published in the spring of 2021.

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## Dr. John Wolohan

Professor



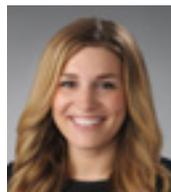
Dr. Wolohan published two books this past year, including *Sport Analytics: An applied introduction to how numbers are changing sport* with his son JT, as well as the eighth edition of *Law for Recreation and Sport Managers*. He published a chapter in *The Handbook on International Sports Law* and wrote a monthly *Sports Law Report* in *Athletic Business*. Wolohan, who also teaches in Syracuse University's College of Law, was invited to teach at Shanghai University of Political Science and Law, Sheffield Hallam University in the UK and Bond University in Australia.

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## Sport Management staff updates



**Margie Chetney** finished her eighth year in Sport Management as an administrative assistant. She works closely with students and faculty, manages department calendars and events, serves as editor of the SPM newsletter and handles social media and news for the department.



**Nicole Cost** (SPM class of 2008) finished her fifth year as an internship placement coordinator in Sport Management. She works with seniors on Capstone guidance, undergraduates on internships and advising, and is the liaison for alumni. She chairs the department's Emerging Leaders Council for young alumni and is the co-advisor of the Women in Sports and Events club. Cost teaches SPM 201 and SPM 455 and in Fall 2021 will begin as a Lead Instructor for FYS 101.



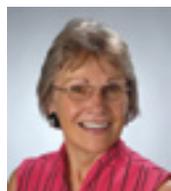
**Lisa Liparulo** finished her third year as an internship placement coordinator in Sport Management. She guides SPM seniors through the Capstone process, as well as works with undergraduate and graduate students on advising and internships. She is the co-advisor of the SPM Women in Sports and Events (WISE) Club and teaches SPM 201 and SPM 455. She will begin as a Lead Instructor for FYS 101 in the Fall of 2021.



**Kevin 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 will transition into the role of assistant teaching professor in Falk College in Fall 2021 to teach the Sport Technology courses.



**Francesco Rivero** finished his sixth year in the department, and second 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 in the coordination of all aspects of the Sport Analytics program, as well as teaches SPM 201.



**Kathryn Tunkel**, who celebrated her 28<sup>th</sup> year at Syracuse University in 2021, is the administrative assistant to SPM director Michael Veley. She works closely with students and faculty, handles all SPM course scheduling, classroom assignments, Intra-University Transfer and SPM minor applications, and student enrollment.

# Sport Management Advisory Council



**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.

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**, Advisory Council Chairman; Founder, The Steiner Agency and CollectibleXchange
- 2 **David B. Falk**, Chair Emeritus; Founder, Falk Associates Management Enterprises (FAME)

## Board Members

- 3 **Ronald C. Bernard**, Senior Advisor, Alvarez & Marsal; President, LWB Consulting
- 4 **Russ Brandon**, Sports Industry Executive
- 5 **Nick Carparelli**, Executive Director, Bowl Season
- 6 **Howard Deneroff**, Executive Vice President, Executive Producer, Westwood One Sports
- 7 **Kelly Downing**, Marketing Industry Veteran, Consultant
- 8 **Michael Duda**, Co-Founder/Managing Partner, Bullish Inc.

- 9 **Patti Kleinman-Fallick**, Managing Director, Broadcast Operations, USTA
- 10 **Shawn Garrity**, Chief Executive Officer, Circle TPR
- 11 **Mark Geddis**, President and CEO, Geddis Holdings, Inc.
- 12 **Pamela Hollander**, Marketing Professional
- 13 **Cliff Kaplan**, Chairman, Equity Sports Partners
- 14 **David Kleinhandler**, Founder and President, New Venture Financial Wellness
- 15 **Robert L. Konrad**, Chairman, Alterna Financial
- 16 **Christopher J. Lencheski**, Chairman, Phoenicia Sport and Entertainment; Chief Executive Officer, Winning Streak Sports
- 17 **David Levy**, Sports Industry Veteran
- 18 **Deidra Maddock**, Vice President of Sports Brand Solutions/Disney Advertising Sales, Disney Media & Entertainment Distribution
- 19 **Sandy Montag**, Chief Executive Officer, The Montag Group

- 20 **Laurie Orlando**, Senior Vice President, Talent Strategy, CBS News
- 21 **Michael J. Patent**, Co-Founder and Managing Director, Culture Group
- 22 **Kevin Rochlitz**, Senior Vice President/Chief Sales Officer, Baltimore Ravens
- 23 **Jeffrey Rubin**, Founder and CEO, Sidearm Sports
- 24 **Mike Tirico**, Play-By-Play Commentator, Anchor, NBC Sports
- 25 **John Wildhack**, Director of Athletics, Syracuse University
- 26 **Roland Williams**, President and Chief Executive Officer, All Pro Catalyst; Super Bowl Champion

## 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



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

# 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 that 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 **Daniel Anyaegbunam, Esq.**, Attorney
- 2 **Harrison Avigdor**, USA Basketball Analyst, National Basketball Association
- 3 **Danielle Berman**, Founder and CEO, Tackle What's Next
- 4 **Elijah Biggins**, Integrated Marketing Strategist, Genius
- 5 **Nicole Cost**, Internship Placement Coordinator and Instructor, Syracuse University
- 6 **P.J. Davidson**, Vice President of Sales, Queensboro FC
- 7 **Jim Geant**, Senior Manager, Business Development and Strategic Partnerships, New York Road Runners
- 8 **Jenna Harmer**, Senior Manager of Volunteer Programs, Make-A-Wish New Jersey
- 9 **Charma Harris**, Consultant, The Clearing, Inc.
- 10 **Harrison Laifer**, Associate Manager, Merchandising Partnerships, National Basketball Association

- 11 **Jeremy Losak, PhD**, Assistant Professor, Sport Analytics, Syracuse University
- 12 **Hugo Marsans**, Partnership Manager, Culture Group
- 13 **Ian McFate**, Director of Growth, Sports and Entertainment, Aramark
- 14 **Ari Moskowitz**, Business Development Manager, FanHub, by Genius Sports
- 15 **Ben Norowski**, Youth Soccer Sales Supervisor, New York Red Bulls
- 16 **Jeff Petrino**, Director, Turner Ignight Sports, WarnerMedia
- 17 **Jeremy Philipson**, Senior Software Engineer, FanDuel
- 18 **Kevin Reese**, Senior Account Executive, Articulate Productions
- 19 **Lori Robinson, PhD**, Player Engagement Manager, Baltimore Ravens
- 20 **Kate Ruben**, Manager, Sports Partnerships, CLEAR
- 21 **Benjamin R. Rubenstein**, Business Development and Expansion Lead, Snackpass

- 22 **Carlos Ruiz II**, Manager of Digital Production, Major League Baseball
- 23 **Hanna Sanford**, Community Engagement Manager, Seattle Seahawks
- 24 **Steven Shur, Esq.**, Attorney, K&L Gates
- 25 **Jake Silverman**, Deputy Athletic Director for Administration, Brown University
- 26 **Jonathan Stahler, Esq.**, Founder, Stahler Sports & Entertainment Law
- 27 **Bradley Trust**, Assistant Film Coordinator, Hofstra
- 28 **Tiffer Valente**, Chief Operating Officer, Beat the Bomb
- 29 **Tyler Wasserman**, Salary Cap Analyst, National Basketball Association
- 30 **Alex Wood**, Project Manager, TeamWork Online
- 31 **Alyssa Wood**, Senior Manager, Sponsorship Strategies and Activations, MKTG



Scan this code to find out more information on members of the Emerging Leaders Council

# Upon retirement, longtime SPM professor Pat Ryan named Emeritus

Sport Management associate teaching Professor Pat Ryan, who joined Syracuse University's Department of Sport Management in 2006, announced his retirement in May 2021. Upon his retirement, he was named a Syracuse University Professor Emeritus.

Over the course of his teaching career at Syracuse University, Ryan taught numerous courses, including Principles of Sales in Sport, Technology in Sport Management, Foundations of Olympic Sports, Olympic Odyssey, New England Immersion, Game Day Technology and Operations, and Sport Ticket Sales.

"Patrick Ryan is a consummate professional and a valuable and versatile member of the Department of Sport Management," said Michael Velej, Sport Management Director and Chair. "His work with students is exemplary and he surely made an impact on his fellow faculty and staff. We all wish him the best of luck in his retirement."

Before entering academia, Ryan amassed a highly distinguished global body of work in the technology and sales management sectors of several Fortune 500 companies, including Cisco Systems, Burroughs, Data General and 3Comm for nearly three decades. His vast and expansive professional experience, both domestically and internationally, played a significant role in his classroom instruction, curriculum development and student's research interests with sports technology.

The lifelong Boston Red Sox fan served as a member of the Falk College Curriculum Committee, co-advisor to Sport Management Sales Club, faculty representative to the Sport Management Learning Community, volunteer for the SPM Club's Charity Sports Auction and the Sport Venue and Event Management's charity events, and was a regular speaker for Partners for Education and Business for the Syracuse City School District.



## Statement of Commitment Department of Sport Management

The Department of Sport Management at Syracuse University stands in solidarity with our communities who are voicing their anguish, anger, and deep frustration with acts of violence and hatred, and with systems that oppress and devalue Black lives. We unequivocally condemn these and all acts targeting any group, whether on our campus or in our society.

Systemic and institutionalized racism such as the callous killings of George Floyd, Breonna Taylor, Ahmaud Arbery, Elijah McClain and countless others must end. Enough is enough. We reject racism, bigotry and hate. We have watched the division across the country with sadness and pain as we work to process the disrespect, abuse, and murder of Black and Brown people by police. We pledge our sincere commitment and responsibility to help impact positive change through the Black Lives Matter movement.

Systemic racism exists in our society. We acknowledge that collectively we have much work to do in this regard, in our academic programs. The #NotAgainSU movement has raised public consciousness and exposed shortcomings of our overall campus culture. We invite creative and open-minded people to help us be agents of positive change.

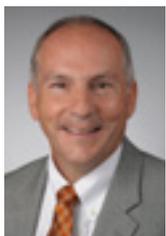
Our commitment to diversity, equity and inclusion continues with focus on important areas of awareness, training, and education. We are actively engaged with Falk College and Syracuse University in these efforts to ensure that human rights are secure for Black people, persons of color, and other underrepresented populations. This embodies the Falk College mantra of teaching social responsibility and social justice and our department mission of using sports as a platform for social change.

We will encourage open, honest dialog both inside the classroom and one-on-one, including those related to racism, privilege and allyship. We are committed to working toward the substantive changes that embody social justice, equity, and inclusion. We are committed to working toward creating a campus community where we all feel welcomed and valued.

By intently listening, we believe open dialog and critical thinking will help to re-shape our department, college, and University culture.

We know other marginalized groups also experience racism, discrimination, and exclusion. Please be assured the Department of Sport Management will continue its commitment to equity, diversity, and inclusion for all marginalized and underrepresented groups.

We hope to ensure everyone sees themselves represented and included within the Department of Sport Management. This is a journey and we are committed to listening, learning, and implementing the work needed to move forward together.



## Support the Department of 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](mailto:dasalang@syr.edu).

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



To say the past year and a half has been tumultuous would be an understatement. We navigated sport industry lows, far too many virtual meetings and classes, and multiple job changes. Thankfully, what hasn't changed through it all is our alumni commitment to making sure our students feel supported throughout their undergraduate career.

Whether you participated in a mentorship team for our first-year students, offered to host a case-study workshop during S.P.M. Week, 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 Syracuse University experience.

You helped make this remote year feel less isolating, and for that, we are eternally grateful. We can't wait to see you in person on campus soon.

In the meantime, please continue to stay connected to us by following Sport Management on Twitter @SUSportMgmt, and "like" us on Facebook at Syracuse University 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 the employment information on the following pages is inaccurate, please email your updates to [records@syr.edu](mailto: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, email me at [nfimbrog@syr.edu](mailto:nfimbrog@syr.edu) or call me at 315.443.7418. We love to hear from our esteemed alumni.

Thank you for your unwavering support!

—Nicole (Imbrogno) Cost, SPM '08, internship placement coordinator

## SPORT ANALYTICS

### CLASS OF 2019

**Barbuto, Cody**  
Business Intelligence Analyst  
United Auto Supply

**Dalton, William**  
Customer Trading Analyst  
BetMGM

**Garrett IV, Charles**  
Analytics Coordinator  
Long Island Nets/New York Liberty

**Hentschel, Joshua**  
Applied Performance Graduate  
Assistant  
Liberty University

**Perline, Justin**  
Quantitative Analyst  
Pittsburgh Pirates

**Weiss, Evan**  
Football Analyst  
Buffalo Bills

### CLASS OF 2020

**Alpern, Ethan**  
Student  
Syracuse University - Applied Data  
Science M.S.

**Blechner, Dylan**  
Data Scientist  
Spotted, Inc.

**Friedeman, William**  
Student  
Syracuse University - Applied Data  
Science M.S.

**Goetz, Daniel**  
Consultant, Data and Analytics  
EY

**Jobling, Gareth**  
CRM Coordinator  
Cleveland Cavaliers

**Liotta, Kyle**  
Data Scientist  
Dan Klores Communications

**McClain, Stephen**  
Student  
University of Pittsburgh - M.B.A -  
Business Analytics

**Olson, Colby**  
Co-Founder  
Just Baseball

**Riccardi, Nick**  
Student  
Syracuse University - Applied Data  
Science M.S.

**Sabel, Joseph**  
Solutions Engineering Analyst  
Deloitte Consulting

**Schloop, Nicholas**  
Product Analyst  
NYCM Insurance

### CLASS OF 2021

**Anhalt, Zachary**  
Business Analyst  
Logitix

**Bosch, Jonathan**  
Data Analyst  
Zensah

**Cummis, Jacob**  
Systems Designer  
GameOn Entertainment Technologies

**Dolitsky, Jack**  
Student  
Syracuse University - Applied Data  
Science M.S.

**Koepfel, Zachary**  
Student  
Arizona State University - Master of  
Sports Law and Business

**Marteka, Samuel**  
Corporate Partnerships Intern  
Tampa Bay Buccaneers

**Pesantez, Alejandro**  
Student  
University of Notre Dame - Data  
Science M.S.

**Platt, Harrison**  
Student  
University of Miami - Juris Doctorate  
Program

**Shah, Kushal**  
Student  
Syracuse University - Applied Data  
Science M.S.

**Showell, Davis**  
Student  
Temple University - Sport Business  
M.S.

**Speakman, Dax**  
Student  
Georgia Institute of Technology -  
Analytics

## SPORT MANAGEMENT

### CLASS OF 2008

**Akeson, Jason**  
Operations Manager  
Woodside Club

**Bissett, Stephanie**  
Assistant Athletic Director  
The Loomis Chaffee School

**Blanchette, Jason**  
Associate Director of Sports  
Marketing  
Boston College

**Blumstein, Austin**  
Ticket Operations  
New York Mets

**Borst, Lauren**  
Change Management Lead  
Orbia

**Burns, Alyson**  
Health Fitness Specialist  
EXOS

**Campbell, Lindsey**  
Public Relations Manager  
Guadalupe-Blanco River Authority

**Cost, Nicole**  
Internship Placement Coordinator  
Syracuse University

**Fernandez, Emmanuel**  
Job Developer  
ACE Programs for the Homeless

**Fischer, Lauren**  
Teacher  
The Willows Community School

**Goodman, Brian**  
Search Engine Optimization Specialist  
Go Local Interactive

**Guha, Saurab**  
Investment Banking Associate  
Lazard Asset Management

**Hancock, Alana**  
Senior Indirect Marketing Lead  
DISH Network

**Harrington, Kelly**  
Vice President of Account  
Management  
dentsu mcgarrybowen

**Hight, Jonathan**  
Digital Lead, Senior Partner  
MediaCom

**Lawicki, Amy**  
Senior Event Manager  
Arrow Electronics Inc.

**McFate, Ian**  
Director of Growth, Sports and  
Entertainment  
ARAMARK

**Miller, Casey**  
Director of Platform Product and  
Business Development  
Tagboard

**Friedman, Julie**  
Senior Manager  
National Basketball Association

**Peetoom, Bradley**  
Sales and Logistics Manager  
Lhoist North America of Canada Inc.

**Petrino, Jeffery**  
Director, Brand Partnerships  
WarnerMedia/Turner Sports

**Ross, Michael**  
Regional Scout  
National Football League

**Shur, Steven**  
Attorney  
K&L Gates

**Silverman, Jacob**  
Deputy Athletic Director,  
Administration  
Brown University

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

**Suskind, Alexander**  
Senior Editor  
Entertainment Weekly

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

**Widell, Heather**  
Owner and President  
Law Offices of Heather A. Widell

**Wynn, Robert**  
Business Manager  
Northfield Consulting Group LLC

## CLASS OF 2009

**Arrighi, Emily**  
On-Air Specialist, Motion Graphics  
ESPN Inc.

**Babienco, Isabella**  
Client Services  
Vizio Ads

**Bain, Daniel**  
Director of Booking and Events  
Charlotte Hornets

**Belsky, Brian**  
Senior General Manager  
The Bozzuto Group

**Cavicchia, Robert**  
Head Coach Men's and Women's  
Soccer  
Medicine Hat College

**Dubensky, Lena**  
Development Director  
The Right Step, Inc.

**Flynn, Thomas**  
Director, Global Experiential  
Marketing  
American Express Company

**Freiberg, Jina**  
Grants Manager  
Public Welfare Foundation

**Galvin, John**  
Business Development Associate  
D.W. Clark Inc.

**Gay, Matthew**  
Corporate Partnerships Sales  
Manager  
Olympia Entertainment

**Higgins, John**  
Associate Project Manager  
The LiRo Group

**Intrater, Evan**  
Software Engineering Hiring  
Lyft

**Jody, Ryan**  
Video Specialist/Upfronts Team  
Google Inc.

**Jordan, Shawn**  
Event and Stadium Operations  
Assistant  
Camping World Stadium

**Juhas, Michael**  
Senior Vice President, Client Services  
Digital Remedy

**Kermond, Patrick**  
Production Manager  
Burnham Boat Slings

**Lampasi, Richard**  
Producer  
Mile High Sports Radio

**Langlais, Gary**  
Corporate Counsel  
CSC ServiceWorks

**Lehane, Daniel**  
Area General Manager  
Nissan Motor Company Ltd.

**Levenson, Samantha**  
Senior Director, Talent Acquisition  
FanDuel Inc.

**Lipschutz, Jeffrey**  
Vice President Associate General  
Counsel  
The Glenmede Corporation

**Maljovec, Jordan**  
Attorney  
Law Office of Jordan Rosen Maljovec

**Meltzer, Martin**  
Litigation and Sports Business  
Development  
DLA Piper LLP

**Mountford, Thornton**  
Director of Operations  
mySongbird

**Orsenigo, E.**  
Service Dispatcher  
Palisades Fuel

**Payne, Brett**  
Sales Manager  
Snap-On Inc.

**Perry, Matthew**  
Inside Sales Manager  
SailPoint

**Robinson, Lori**  
Player Engagement  
Baltimore Ravens

**Rutchik, Marc**  
Executive Director, Sales, Culture and  
Innovation  
Bustle Digital Group

**Selig, Tiffany**  
Chief Operating Officer  
Selig Enterprises Company Inc.

**Sternbach, Adam**  
Associate  
McCarter & English LLP

**Stolzenberg, Jeffrey**  
Web and Search Engine Optimization  
Project Manager  
GreenBananaSEO

**Szklany, Greg**  
Public Relations Specialist  
American Dairy Association North  
East

**Thomas, Delante**  
Attorney and Managing Partner  
LMP Solutions, LLC

**Van Hoff, Ashley**  
Attorney  
McDermott Will & Emery

**Vandenabeele, Evan**  
Business Development and Sales  
Manager  
Arrayo

**Yakubovich, Jason**  
Founder  
Reshyne

## CLASS OF 2010

**Abramo, Alexander**  
Buyer Specialist  
Denman Properties at Compass

**Abramson, Andrew**  
Partner  
Riviera Partners

**Alken, Mark**  
Media Services Coordinator  
CBS Inc.

**Bassewitz, Michael**  
Senior Account Executive  
Paragon Marketing Group LLC

**Bleaken, Alyssa**  
Accounts Representative  
Cornell University

**Brantman, Ashley**  
Vice President/Group Account  
Director  
Intersport

**Brewster, Thomas**  
Communications Manager  
Boston Bruins & TD Garden

**Chernes, Zachary**  
Account Director  
SwellShark

**Choi, John**  
Instructor, Digital Marketing  
Product School

**Cohn, Andrew**  
Brand Manager  
Deloitte

**Creasea, Stacie**  
Sport and Entertainment Consultant  
Self-Employed/Freelance

**Leach, Chrissy**  
Group Sales Account Executive  
Boston Celtics

**Daniels, Rachel**  
Operations Manager  
Houston Astros

**Dei, Edwin**  
Senior Project Manager  
Concise Media Design

**DiTrani, Michael**  
Vice President, Senior Fund  
Accountant  
Capstone Investment Advisors

**Ferris, Trevor**  
Continuous Improvement Analyst  
Uline

**Flohr, T. Willem**  
Integrated Communications Director  
Assembly

**Frias, Gregory**  
Senior Manager, Programs and  
Services  
USTA Foundation

**Gorsky, Jason**  
Manager, Technical Recruiting  
MongoDB Inc.

**Grodd, Matthew**  
Manager  
Day Lumber Company

**Guzinski, Steven**  
Fitness Coach  
SJGSports Fitness

**Jacobi, Joseph**  
Waste Water Operator  
Joint Meeting of Essex & Union  
Counties

**Kallet, Bradley**  
Senior Managing Editor  
Spartan Race Inc.

**Kravec, Michael**  
Manager of Event Services  
Sprint Center

**Langlais, Nicole**  
Business Development Manager  
RVshare

**Lemon, Cooper**  
Marketing Director  
Eight by Eight

**Levy, Joshua**  
Non-Scripted TV/Broadcast Agent  
William Morris Endeavor  
Entertainment LLC

**Lewis, Joshua**  
Partner Development  
OFFFIELD

**Mahaffy, Brandon**  
Senior Project Manager  
DraftKings

**May-West, Eileen**  
Program Director  
Wasatch Adaptive Sports

**Mclsaac, David**  
Community Partnerships Manager  
Good Sports Inc.

**Meyer, Joseph**  
Senior Financial Analyst  
Bon Secours Mercy Health

**Miksit, Alyson**  
Associate Underwriter  
Zurich North America

**Onuaku, Arinze**  
Professional Basketball Player  
Bahrain Basketball Association

**Park, Andrew**  
Director, Client Services  
Doman Group

**Persoff, Joseph**  
Associate Attorney  
Baker & Hostetler LLP



Sarah Gardner, 2018



Angela Marsh-Coan, 2018



Anna Zorn, SVEM 2018

**Piken, Jonathan**  
Broker/Dealer/Manager  
Prudential Financial

**Posser, Erick**  
Senior Legal Counsel  
Stash

**Prinsell, Jonathan**  
Director, Business Intelligence and  
Data Analytics  
Hamilton Tiger-Cats

**Reynolds, Matthew**  
Special Assistant to the Head Coach  
Boston Celtics

**Saxena, Aneesh**  
Senior Manager  
Wayfair

**Siegal-Eisman, Zachary**  
Senior Marketing Account Manager  
Crowd Surf

**Sotiroupolos, Christopher**  
Senior Director, Stadium  
Development and Operations  
Las Vegas Raiders

**Spicer, Ashley**  
Head Tennis Professional  
West Side Tennis Club

**Staton, Samuel**  
Director of Events and Travel  
Northern California Golf Association

**Stone, Kevin**  
Ticket Sales Manager  
Boston Bruins and TD Garden

**Taylor, Gordon**  
Product Line Manager  
Implus

**Watson, Matthew**  
Attorney  
Richards & Connor, PLLP

**Weinman, Spencer**  
Chief Revenue Officer  
QuickFrame

**Wilkinson, Sharifa**  
Lecturer in Sport Management  
St Mary's University, Twickenham

**Wood, Samuel**  
Stats Auditor and Research Analyst  
National Hockey League

**Young, Tyler**  
Senior Director, Business Operations  
Braze, Inc.

**CLASS OF 2011**

**Aponte, Adriel**  
Vice President, Software and  
Applications  
Robert Half

**Bailey, Antwon**  
Teacher  
St. John's College High School

**Baldassarre, Adam**  
Vice President of Business  
Development  
SME Entertainment Group LLC

**Barca, Brendan**  
Coach/Consultant  
Brendan Barca Solutions

**Bennett, Andrew**  
New Business Development  
Executive  
Arizona Coyotes

**Bourque, Basil**  
AML Compliance Lead  
Marqeta, Inc

**Burks, Arielle**  
Marketing and Public Relations  
Manager  
RYCARS Construction LLC

**Cooper, Jordan**  
Partner Success Manager  
Andela

**Cravitz, Zachary**  
Marketing Coordinator  
Florida Panthers

**DePoint, Devin**  
Product Manager  
Vista Equity Partners

**Diamond, Andrew**  
Manager, Sports Partnerships and  
Marketing  
SiriusXM

**Fair, Shantel**  
Head Teacher  
Stevens Cooperative School

**Granato, Richard**  
Ticket Operations Representative  
New York Yankees

**Heinen, Devon**  
Content Writer/Editor (Contractor)  
Microsoft Corporation

**Hoang, Thuong**  
Financial Planning and Analysis  
Manager  
Publicis Groupe

**Hucal, Julian**  
Business Transformation, Canada  
Silicon Valley Bank

**Kanter, Maxx**  
Associate Account Director  
Young & Rubicam Group

**Kramer, Matthew**  
Sales Associate  
CGI Communications Inc.

**Kuflik, Elana**  
Special Education Teacher  
NYC Department of Education

**LaMay, Erin**  
Grade 7 Laborer  
Olympic Regional Development  
Authority

**Letterii, Marie**  
Associate Director of Admissions  
Orange County Community College

**Levitt, Max**  
Founder/Executive Director  
Leveling the Playing Field

**Lewin, Alexander**  
Senior Manager of Off-Platform  
Partnerships  
Reuters

**Magnante, Daniel**  
Creative Executive  
Feigco Entertainment

**Meyer, Brian**  
Account Director  
160over90

**Meyerkopf, Samuel**  
Scout  
NextStep Basketball Scouting

**Paul, Matthew**  
Vice President  
Salmanson Capital LLC

**Porillo, Meghan**  
National Account Manager  
Signature Consultants

**Reagan, Katie**  
Director of Accounts  
G&G Outfitters Inc.

**Robbins-Condon, Ashley**  
Director of Athletic Communications  
University of Massachusetts Lowell

**Ruhland, Saralynn**  
Account Services Representative  
Buffalo Sabres

**Schenker, Michael**  
Vice President  
The Montag Group

**Schoem, Jordan**  
President/Owner  
New York Ragers

**Serra, Gabriel**  
Chief Visionary  
Yibbly Labs Inc.

**Sharkey, Brian**  
Senior Account Manager  
Indeed, Inc.

**Shreve, Michael**  
Territory Sales Manager  
Augusta Sportswear

**Stahler, Jonathan**  
President  
Stahler Sports & Entertainment Law,  
PA

**Stark, Hali**  
Head of Partnership Marketing  
Dapper Labs

**Stein, Jamie**  
Agent  
Wasserman Media Group

**Tepper, Sarah**  
Owner and Founder  
Small Shindigs

**Thomas, Angelica**  
Director of Marketing  
The Mochi Ice Cream Company

**Thomas, Lavoisier**  
Technology and Telecom Account  
Executive  
Walt Disney Company

**Werner, Zachary**  
Senior Clinical Area Manager  
Electromed Inc.

**Woltz, Brett**  
Senior Manager, Marketing  
Partnerships  
BetMGM

**Yeremian, Zachary**  
Senior Associate Marketing Strategy  
and Analysis  
Sapient Corporation

**Zuckerman, Chelsey**  
Associate, Digital Strategy  
Publicis Media

**CLASS OF 2012**

**Adamczyk, Elliot**  
Regional Property Manager  
Acadia Realty Trust

**Anthony, David**  
Assistant Director Athletic  
Compliance  
University of Maryland

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

**Coe, Jonathan**  
Assistant Director of Communications  
Southern California Golf Association

**Costello, Sarah**  
Lightning Foundation and Community  
Events Manager  
Tampa Bay Lightning

**Czys, Danielle**  
Manager, Events and Experiences  
DraftKings Inc.

**Davidson, Bryan**  
Senior Counsel, Business and Legal  
Affairs  
Authentic Brands Group

**Dos Santos, Afonso**  
Sales Development Representative  
Informed K12

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

**Fanelli, Joseph**  
Assistant Superintendent  
The Lagasse Group

**Geant, James**  
Senior Manager, Business  
Development and Strategic  
Partnerships  
New York Road Runners

**Glosser, Douglas**  
Attorney  
Montlick & Associates, Attorneys  
At Law

**Hall, Kevin**  
Account Manager  
The 212 Group

**Handler, Eric**  
Sr. Manager, Pricing and Inventory  
Management  
Madison Square Garden

**Hochberg, Samuel**  
Sales Executive  
Oracle Corporation

**Holden, Sarah**  
Human Resources Manager  
Fleet Feet Inc.

**Irvin, Zuri**  
Producer/Editor  
Crooked Media

**Josephs, Jordan**  
Partner  
Triumph Sports Marketing

**Kane, Jonah**  
Marketing Assistant  
Syracuse University Athletics

**Kalinowski-Bongrazio, Caitlin**  
Recreation Guest Experience  
Manager  
Walt Disney Company

**Langevin, Alison**  
Senior Manager, Corporate  
Partnerships  
Boston Celtics

**Lazare, Zachary**  
Director Account Management  
Madison Square Garden

**Lomasky, Marc**  
Associate  
Lowenstein Sandler LLP

**London, Stephen**  
Writer  
Motherpucker.ca

**Marks, Alyssa**  
Director, NBA 2K League  
National Basketball Association

**McLaughlin, Garrett**  
Assistant Football Coach  
University of New Hampshire

**Naylor, Andrew**  
Assistant Store Manager  
Dick's Sporting Goods Inc.

**Nightingale, Joshua**  
Senior Data Analyst  
MRM

**Norowski, Benjamin**  
Youth Soccer Supervisor  
New York Red Bulls

**Odell, Justin**  
Associate Director  
MindShare

**Prisco, Anthony**  
Optimization Associate  
BeerBoard

**Proctor, Brian**  
Sales Executive  
Special Care Systems, LLC

**Punda, Katherine**  
Senior Account Executive  
Boston Celtics

**Reilly, Jennifer**  
Director of Inside Sales Training  
Compass Group

**Resavy, Nicholas**  
Head Coach  
Northeast Elite Basketball

**Reuben, Jeffrey**  
Senior Manager, Corporate  
Partnerships  
Cast Iron Media

**Ricco, Richard**  
Technical Logistics Assistant  
NBC Sports Group

**Rollins, Brandon**  
Director, Client Services  
Aquarius Sports and Entertainment

**Ruff, Brett**  
Coordinator of Hockey  
Administration  
Buffalo Sabres

**Salmon, Jamal**  
Senior Vice President of  
Theatrical Marketing Analytics,  
Paramount Pictures

**Scrofan, Joseph**  
Director of Business and Legal Affairs  
MGM Studios

**Shimrat, Alexander**  
Sales Manager  
PromoShop Inc.

**Sohl, Rudolph**  
Attorney  
Self-Employed/Freelance

**Tischler, Michael**  
Facilities Project Manager  
Comcast Corporation

**Valente, Tiffer**  
Chief Operating Officer  
Beat The Bomb

**CLASS OF 2013**

**Abrams, Jesse**  
Director, Corporate Partnerships  
Activation  
Philadelphia 76ers

**Alexander, George**  
Jewelry Specialist  
Sterling Jewelers Inc.

**Altavilla, Drew**  
Event Management Coordinator  
Louisiana State University

**Arrospide, Andrew**  
Co-Founder  
Alfalfa

**Belanger, Erica**  
Integrated Marketing  
Communications Manager  
ASICS Digital

**Berkowitz, Jacob**  
Program Manager  
Impact Health

**Boepple, Ryan**  
Legal Contractor  
DISH Network

**Botwinick, Michael**  
Associate Attorney  
Lewis Brisbois Bisgaard & Smith, LLP

**Brest, Eric**  
Player Representative  
Catalyst Sports

**Bruce, Rebecca**  
Sports and Entertainment Marketing  
JPMorgan Chase & Company

**Bunting, Ryan**  
Vice President of Development  
Pulse Creative

**Ciferri, Marley**  
Chief Recruiting Officer  
The Chef Agency

**Cohen, Daniel**  
Weekend Sports Anchor and Reporter  
WREX-TV

**Cohen, Matthew**  
Account Supervisor  
Riddle & Bloom

**Cohen, Benjamin**  
Vice President, Dealer Sales  
Janney Montgomery Scott LLC

**D'Ambra, Drake**  
Chief Operating Officer  
Bloom Creative Group

**Davidson, Philip**  
Vice President of Sales  
Queensboro FC

**Faske, Derek**  
Associate, Integrated Investment  
UM Worldwide

**Geisenheimer, Steven**  
Digital Media Analyst  
Major League Baseball Advanced  
Media

**Harris, Charma**  
Consultant  
The Clearing, Inc.

**Higger, Eric**  
Associate Officer  
AllianceBernstein Holding L.P.

**Jacobino, Jonathan**  
Marketing Manager  
Golf Digest

**Kearney, Jameson**  
Ad Solutions Freelancer  
National Football League

**Kwasnowski, Elizabeth**  
Manager, Sponsorship and  
Partnership Relations  
National Football League

**Lecce, Michael**  
Director of Client Marketing and  
Business Development  
Raden Sports Management

**Lennon, Michael**  
Senior Partnerships Executive  
Triumph Electrical Supply

**Linowes, Rayna**  
Production Procurement Manager  
Spartan Race Inc.

**McWhirter, Iain**  
Executive, Brand Consulting  
Creative Artists Agency

**Millan, Joshua**  
Director of Content Partnerships  
Whistle Sports

**Nelson, Dylan**  
Associate  
JPMorgan Chase & Company

**Noel, Taylor**  
Executive Assistant  
Bain & Company

**Olivero, Antonio**  
Head Teller  
Trustco Bank

**Pache, Alexandre**  
Senior Manager, Business  
Development  
Amazon

**Pannucci, Elizabeth**  
Manager of Intercollegiate  
Programming  
Princeton University

**Plaut, Jonathan**  
Replay Manager  
DVSport, Inc.

**Ray, John**  
Business Intelligence Manager  
Siete Family Foods

**Rudy, Aaron**  
Assistant Athletics Director for  
Marketing  
Dartmouth College

**Ruiz, Carlos**  
Manager of Digital Production  
Major League Baseball

**Salzman, Nicole**  
Retail Marketing Senior Specialist  
Jaguar Land Rover

**Samost, Matthew**  
Vice President of New Ventures  
Vinik Sports Group

**Silberman, Andrew**  
Senior Product Marketing Manager  
CyberArk Software Inc.

**Solomon, Ian**  
Senior Associate, Partnership  
Marketing  
Barstool Sports

**Spodek, Chad**  
Financial Account Manager  
City Lumber Inc.

**Voelker, Alvaro**  
Multicultural Marketing Manager  
BODYARMOR

**Wallace, Logan**  
Associate Teacher  
Head-Royce School

**Wasserman, Tyler**  
Senior Manager, Salary Cap Analyst  
National Basketball Association

**Wilburn, Clayton**  
Account Executive  
Auth0

**CLASS OF 2014**

**Ackah, Richard**  
Sales Assistant  
ABC Inc.

**Andre, Matthew**  
Director of Operations  
Universal Tennis

**Ashe, Matthew**  
Account Manager  
Octagon

**Ayres, Alexandra**  
Director of Partnership Strategy and  
Marketing  
National Women's Soccer League

**Bailey, Stephen**  
Sports Reporter  
Syracuse Media Group

**Baylor, Curtis**  
Health Concierge  
bswift

**Beck, Andrew**  
Account Executive, Premium Sales  
New York Giants

**Bernstein, Zoe**  
Director, Accounts and Strategy  
Noun Agency

**Blewis, Brian**  
Editorial Data Analyst  
William Hill US

**Boory, Alexander**  
Account Executive  
Philadelphia Flyers

**Brooks, Beau**  
Marketing Consultant  
Power Home Remodeling

**Corasaniti, Peter**  
Director of Men's Basketball  
Operations  
Syracuse University

**DiDonato, Andrew**  
Customer Service Team Lead  
SportsEngine

**Dragona, Anthony**  
Global Events  
National Basketball Association

**Feldman, Paige**  
Brand Consulting Executive  
Creative Artists Agency

**Gilroy, Molly**  
Optimization Manager  
GoodUnited

**Greenfield, Brett**  
Compliance Counsel  
Anheuser-Busch Companies Inc.

**Haggerty, Kyle**  
Senior Program Manager  
Casper

**Hart, Nolan**  
Founder and Chief Executive Officer  
2kPAID

**Hewitt, Cory**  
Associate Customer Service  
Representative  
National Grid USA

**Hill, Devin**  
Producer  
Barnicle Brothers Inc.

**Jacobson, Max**  
Director, Partnership Development  
Home Team Sports

**Jordan, Jasmine**  
Sports Marketing Field  
Representative  
NIKE Inc.

**Kelley, Robert**  
Sales Representative  
Fres-co System USA

**Kim, Sunghwan**  
Junior Account Executive  
ESL Gaming

**Kozar, Steven**  
Account Director  
CSM Sport & Entertainment

**Lerner, Charles**  
TAO Cares Engagement Coordinator  
Tau Group

**Lewis, Marcel**  
Commercial Account Executive  
IBM Corporation

**Lyons, Courtney**  
Manager  
New York Road Runners

**Maher, Bennigan**  
Store Manager  
Olympia Sports

**Mankowski, Meg**  
Senior Manager, Experiential  
Scout Sports and Entertainment

**Matschiner, Thomas**  
Manager, Brand Alliances  
Major League Soccer

**McAlmont, Sydney**  
Case Management Associate  
Policygenius

**McLean, Amanda**  
Community Relations Coordinator  
New York Yankees

**Morel, Javier**  
Technical Account Specialist  
Quantcast

**Muratev, Chad**  
Senior Communications Strategist  
72andSunny

**Murray, Robert**  
Strategic Planning Manager  
PepsiCo Inc.

**Nnamani, Ogonnia**  
Associate Manager, Global Supply  
Strategy  
PVH Corp.

**Pagano, Matthew**  
Senior Account Manager  
Net Natives

**Peterson, Eric**  
Experienced Hire Recruiter  
Goldman Sachs Group Inc.

**Philipson, Jeremy**  
Senior Software Engineer  
FanDuel Inc.

**Rathbun, Stephen**  
Director of Sales and Merchandising  
The Rockport Company

**Rosen, Matthew**  
Sales Executive  
Active Lifestyle Media

**Rosenblum, Brandon**  
Senior Account Executive  
Indeed, Inc.

**Ross, Andrew**  
Deputy Commissioner  
Major Arena Soccer League 2

**Rubach, Gabrielle**  
Retail Store Manager  
Reform Unlimited, LLC

**Sagarin, Andrew**  
Director of Wellness and Recreation  
Berkshire South Regional Community  
Center

**Schotz, Zachary**  
Social Media Manager  
BODYARMOR

**Shapiro, Benjamin**  
Team Lead/Business Development  
Manager  
OpenReel

**Smith, Jordan**  
Talent and Partnerships Manager  
Scurfield Group

**Southard, Tyler**  
Northeast Customer Service  
Representative  
Sportsfield Specialties, Inc.

**Sperino, David**  
Inside Sales  
United Rentals Inc.

**Steverson, Jennifer**  
Account Executive  
NBC Universal Media LLC

**Stransky, Jan**  
Sales Manager  
WOOD & Company

**Sugiura, Daisuke**  
Director of Operations and Player  
Relations  
Wasserman (Japan)

**Tavernier, Alex**  
Senior Business Development  
Manager  
Genius Sports Group

**Tessler, Ryan**  
Venue Services Director  
BettorView

**Wentzell, Jack**  
Operations Manager  
ASM Global

**Wilson, John**  
Founder and Chief Executive Officer  
The Athletic Bridge

### CLASS OF 2015

**Ackerman, Gregory**  
High Performance Analytics  
Seattle Mariners

**Agresto, Kevin**  
Marketing Manager  
Greenlight Financial Technology

**Albright, Zachary**  
Structured Products Associate  
JPMorgan Chase & Company

**Allam, Mohamed-Yusef**  
Recruiter  
ZS Associates

**Amantia, Nico**  
Senior Account Executive  
Horizon Media, Inc.

**Baren, Shaan**  
Associate Wealth Manager  
LourdMurray

**Barrie, Fergus**  
Senior Marketing Manager  
Sports Direct

**Bass, Scott**  
Director of Sales and Estimating  
J. Bass and Son Inc.

**Baumer, Meghan**  
Account Manager and Support  
Specialist  
SIDEARM Sports

**Beck, Michael**  
Account Mngaer  
Roadster Inc.

**Brown, Jocelyn**  
Account Executive  
TripActions

**Burke, Regina**  
Chief of Staff, Government Affairs  
Varian Medical Systems Inc.

**Butler, Brianna**  
Administrative Coordinator  
University of Pennsylvania Perelman  
School of Medicine

**Bynum, Keara**  
Operations Coordinator, Corporate  
Hospitality  
Madison Square Garden

**Carr, Kelly**  
Associate Attorney  
Sidley Austin LLP

**D'Accordo, Michael**  
Structured Lending Associate  
Deutsche Bank AG

**Del Guercio, Brooke**  
Senior Coordinator of Client Services  
Major League Baseball

**DiDonato, James**  
Manager, Account Leadership  
CSM Sport & Entertainment

**Eidelman, Alec**  
Package Dispatch Supervisor  
United Parcel Service Inc.

**Eklund, Haley**  
Manager, Sponsorship Strategy and  
Activation  
MKTG Inc.

**Embry, Claire**  
Manager of Analytics  
Lippe Taylor

**Fernandez, Emmanuel**  
Job Developer  
ACE Programs for the Homeless

**Filippi, Matthew**  
Manager of Analytics  
Ballengee Group

**Frederick, Conor**  
Senior Enterprise Account Executive  
Bitly

**Gonzalez, Diana**  
Mathematics Teacher  
Brilla Public Charter Schools

**Gorman, Daniel**  
Project Manager  
ICF International

**Greenway, Chelsea**  
Catering Sales Manager  
Paris Baguette America

**Gregory, Brittany**  
Teacher  
Teach For America

**Harmer, Jenna**  
Senior Manager of Volunteer  
Programs  
Make-A-Wish New Jersey

**Hill, Kevin**  
Manager, Service and Retention  
The Aspire Group

**Kaseman, Mackenzie**  
Associate Account Manager  
47 Brand Inc.

**Kevy, Scott**  
Senior Manager, Experience  
Wasserman

**Kopitz, Sandor**  
Manager, Sales Academy  
Boston Red Sox

**Korolev, Kristina**  
Project Coordinator  
ELM Developments

**LaCombe, Alexis**  
Professional Hockey Player  
National Women's Hockey League

**Laifer, Harrison**  
Associate Manager, Global  
Partnerships  
National Basketball Association

**Levy, Brett**  
Video Coordinator  
SportsGrid

**Liemer, Colby**  
Senior Account Executive  
Scout Sports and Entertainment

**Lloyd, Tatum**  
Data Analyst  
MOCCD

**Ludwig, Maximilian**  
Associate  
Heidell Pittoni Murphy & Bach LLP

**Mastin, Jonathan**  
Sales and Service Agent  
Disney Cruise Line

**Mindock, Stephanie**  
Executive Producer of Live Sports  
and Events  
Loyola University Maryland

**Mischel, Zachary**  
In-House Counsel  
ApolloJets

**Nassar, Albert**  
Financial Advisor  
Merrill Lynch

**Peters, Derek**  
League Operations Assistant  
National Basketball Association

**Potter, Zachary**  
Senior Digital Account Manager  
WarnerMedia

**Raimo, Carly**  
Director of Sample Operations  
Phoenix Marketing International



Hannah Howe-Lubowich, 2016



Evan Weiss, 2019 (right) with Syracuse University  
sport analytics professor Shane Sanders



Hunter Pomerantz, 2020

**Rechler, Benjamin**  
Players Agent  
SPM Soccer

**Robinson, Christopher**  
Managing Member  
Edwards Robinson Sports, LLC

**Rose, Matthew**  
Manager, Creative Strategy  
CSM Sport & Entertainment

**Ruben, Kate**  
Manager of Sports Partnerships  
CLEAR

**Saunders, Jeffrey**  
Basketball Operations  
Miami Heat

**Schaeffer, Jay**  
Acquisitions Analyst  
Ginkgo Residential

**Shapiro, Robert**  
Account Executive  
Outfront Media

**Skwiersky, David**  
Audit Associate  
KPMG LLP

**Stevenson, Austin**  
Digital Brand Development Manager  
Explore Solutions

**Strong, Hanna**  
Wellness Ambassador  
ProAmpac

**Szczygiel, Erica**  
Sales Account Manager  
New York Islanders

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

**Walker, Bryson**  
Account Executive  
Tampa Bay Buccaneers

**Wickham, Kathryn**  
Recreation Services Supervisor  
Syracuse University

**Wildhack, Sean**  
Communications Specialist  
PGA Tour

**Wilkinson, Brian**  
Territory Manager  
Neodent USA

**Williams, Delana**  
Litigation Discovery Document  
Reviewer  
Consilio LLC

**Winter, Max**  
Agency Attorney  
New York City Police Department

**Wood, Alyssa**  
Senior Manager, Sponsorship  
Strategies and Activation  
MKTG Inc.

**Zombek, Ethan**  
Assistant Property Manager  
Lone Peak Realty

### CLASS OF 2016

**Bengis, Julie**  
Manager, Team EMPOWER  
Smile Train

**Biggins, Elijah**  
Integrated Marketing Strategist  
Genius

**Billitier, Hailey**  
Manager of Content Strategy and  
Acquisitions  
fuboTV

**Bocianski, Jakob**  
Account Executive  
WPP

**Brenner, Jayson**  
Associate Product Manager  
Kindred Group PLC

**Brody, Megan**  
Programmatic Account Service  
Representative  
ViacomCBS

**Campeas, Emily**  
Training Specialist  
Yelp Inc.

**Cantwell-Papale, Gabriella**  
Game Presentation Manager  
Philadelphia 76ers

**Carlton, Timothy**  
Client Development Representative  
Diligent Corporation

**Chan, Michael**  
Experiential Lead  
TaylorMade Golf Company

**Cummings, Martin**  
Digital Media Coordinator  
Active International

**Curran, Jake**  
CRM and Analytics Coordinator  
New York Red Bulls

**Daniels, Jessica**  
Associate  
Sponsorship Strategies and  
Activation, MKTG

**Doskow, Sydney**  
Account Manager  
Overtime

**Emerich, Jason**  
Recruiting Coordinator/Offensive  
Line Coach  
Wheeling University

**Eo, Brian**  
Senior Consultant, Financial  
Accounting Advisory Services  
EY

**Feinman, Daniel**  
Business Development Manager  
Quickbase

**Fine, Jenny**  
Marketing Coordinator  
WarnerMedia

**Freedman, Benjamin**  
Development Manager  
Beyond Sport

**Friedell, Samuel**  
Marketing Manager and Manager of  
Client Services  
IQ Sports & Entertainment

**Garofalo, Jeffrey**  
Basketball Coach  
Marmion Academy

**Gomolka, Jacob**  
Senior Coordinator of Game  
Operations and Activation, Spurs  
Sports & Entertainment

**Greenwald, Ryan**  
Director  
Sam Berman Charitable Foundation  
Inc.

**Gutman, Michael**  
Account Executive  
Yext Inc.

**Hamill, Robert**  
Partner Services Coordinator  
Learfield IMG College

**Hascoe, Harrison**  
Operation Logistics and Technology  
Manager  
Safety Facility Services

**Hirschberg, Dean**  
Marketing, Sales and Product  
Development  
Multipet International

**Howard-Orr, Alexis**  
Business Operations Manager  
Green Sports Management

**Howe-Lubowich, Hannah**  
Associate, Sports and Integrated  
Marketing Partnerships  
UNICEF

**Johnson, Blake**  
Navigation Outreach and Inclusion  
Lead  
I AM ALS

**Karslioglu, Peri**  
Marketing Strategy Manager,  
National Geographic  
Disney Parks, Experiences, and  
Products

**Katz, Brett**  
Senior Sales Planning Analyst  
Xandr

**Koeppel, Max**  
Director of Leasing  
Koeppel Rosen LLC

**Langdon, Cady**  
Health and Safety Initiatives  
Coordinator  
National Football League

**Leist, Matthew**  
Co-Owner  
Black Card Nightlife

**Losak, Jeremy**  
Assistant Professor of Sport  
Management  
Syracuse University

**Luther, Adam**  
Account Executive  
Van Wagner Sports & Entertainment

**Lynn, Cameron**  
Marketing Manager and Program  
Outreach Specialist  
U.S. Army

**Maizlish, Evan**  
Senior Commercial Account  
Executive  
Box

**Major, Brendan**  
Customer Service Representative  
Eaton's Crouse-Hinds Business

**Marra, Christopher**  
Account Executive  
thinQ Better Voice and Messaging

**McCrea, C'Ara**  
FSO Tax Senior  
EY

**Mendelson, Jordan**  
Manager  
Regents Review

**Mongiello, Drew**  
Clinical Practice Plan Representative  
Northwell Health

**Moriarty, Jeremiah**  
Processing Expert  
Better Mortgage Corporation

**Oh, Chang Hwan**  
Interpreter  
Korea Basketball Association

**Petkevich, Kathryn**  
Coordinator,  
Coatue Management

**Polsky, Jake**  
Legal Intern  
Sullivan Papain Block McGrath &  
Cannavo

**Rafferty, Hannah**  
Co-Founder and Chief Executive  
Officer  
For Pause

**Regan, Sky**  
Group Sales Associate  
Los Angeles Clippers



Jenna Harmer, 2015



Jessica Daniels, 2016



Josh Hentschel, 2019

**Rodriguez-Ema, Rafael**  
Communications Specialist  
Puerto Rico Electric Power Authority

**Rosen, Jacob**  
Sponsorship Consultant  
MADE Hoops

**Rosenwald, Benjamin**  
Manger, Research and Brand Insights  
BSE Global

**Rothstein, Adam**  
Partner, Senior Account Executive  
Mindshare Entertainment

**Sadat-Tehrani, Tara**  
Client Services Coordinator  
CBRE

**Salerno, Salvatore**  
Executive Recruiter  
Blue Signal Search

**Sanford, Hanna**  
Community Engagement  
Management  
Seattle Seahawks

**Schneider, Jonathan**  
Senior Account Executive  
M&C Saatchi Sports and  
Entertainment

**Shahar, David**  
Talent Coordinator  
Scale Management

**Shaw, Jared**  
Event Promoter  
Wynn Las Vegas

**Sherfey, Samuel**  
E-Commerce Content Specialist  
Stanley Black & Decker Inc.

**Siegel, Sophie**  
Content Coordinator  
OneTeam Partners

**Sparks, Jacquelyn**  
Senior Account Executive,  
Momentum Worldwide

**Spector, Samuel**  
Senior Manager, Business  
Development  
CLEAR

**Tabak, Max**  
Sales Director  
ButterflyMX

**Tillotson, Jordan**  
Vice President of Operations and  
Administration  
The Hoop Group

**Troia, Meghan**  
Associate Project Manager  
Wunderman Thompson

**Washington, James**  
Founder  
The Fit Kingdom

**White, Marcus**  
Digital Content Producer  
Audacy, Inc.

**Wisen, Micah**  
Client Success  
Blackhawk Network

**Wohlfarth, Derek**  
General Manager  
Joplin Miners Baseball

**Young, Sean**  
Sales Consultant  
DePuy Synthes

## CLASS OF 2017

**Avigdor, Harrison**  
Coordinator, USA Basketball  
NBA

**Bishop, Angus**  
Coordinator, Global Partnerships  
Maple Leaf Sports & Entertainment  
Partnership

**Brennan, Christina**  
Vice President of New Business  
Development  
Premier Management Group

**Carter, Alexander**  
Operations Manager  
Weichert Realtors

**Ciferri, Peter**  
Assistant Lacrosse Coach  
Cornell University

**Conetta, Colby**  
Sales Support Associate  
The18

**del Sol, Emma**  
Philanthropic Partnerships Associate  
Hillel International

**Ellman, Matthew**  
Converged Sales Planner  
NBC Universal Media LLC

**Feola, Joseph**  
CRM Analyst  
AEG Network LIVE

**Friedman, Samuel**  
Loan Consultant Associate  
Better Mortgage Corporation

**Grassadonia, Meghan**  
Marketing Manager  
Excel Sports Management

**Greenstein, Emily**  
Social Senior Associate  
FanDuel Inc.

**Grotenstein, Joshua**  
Account Executive  
Ownbackup

**Hamilton, Nicolette**  
Promotions Coordinator  
Point Place Casino

**Horwitz, Benjamin**  
Men's Basketball Assistant Coach  
Hobart & William Smith College

**Hoyle, Madeline**  
Guest Services Associate  
Worldmark Depoe Bay

**Jenner, Isabelle**  
Creative Strategist,  
Roc Nation Sports

**Kassoff, Jared**  
Founder  
Resolution Capital Management

**LaRosa, Lee**  
Assistant to CEO and Site  
Coordinator  
Bayside Builders

**Larsen, Erika**  
Race Director  
The IRONMAN Group

**Lattimore, Zachary**  
Personal Assistant to Professional  
Athletes  
Self-Employed

**Linabury, Samuel**  
Customer Service Sales  
Representative  
Har-Conn Chrome Company

**Luna, Marcos**  
Membership Engagement Analyst  
Dallas Six Flags

**Maizes, Jeffrey**  
Digital Sponsorship Integration  
Specialist  
NBC Sports Group

**Marinelli, Ian**  
Account Executive  
Madison Square Garden

**Marsh, Jonathan**  
Sales Development Representative  
Rapid7

**McDonald, Zachary**  
Customer Support Specialist  
SIDEARM Sports

**McGrory, Reid**  
Consumer Engagement Associate  
Manager  
Keurig Dr. Pepper

**McHale, Casey**  
Customer Service Representative  
Hillrom Services Inc.

**Miller, Mallory**  
Programs Director  
Fencers Club

**Milliken, Pierce**  
Associate Vice President  
Hughes Marino

**Mitchell, Matthew**  
General Manager  
Planet Fitness

**Montferret, Nicholas**  
Assistant Director of Marketing  
United States Air Force Academy

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

**Parauda, Nicholas**  
Basketball Video Scout  
Sports Info Solutions

**Pongetti, Rebecca**  
Senior Professional, Canada  
Marketing and Operations  
Under Armour Inc.

**Ranieri, Francesca**  
Executive Assistant of Content  
National Hockey League

**Reese, Kevin**  
Account Executive  
Momentum Worldwide

**Rice, Jordan**  
Digital Marketing Coordinator  
San Diego Gulls

**Robinson, Brian**  
Senior Coordinator, Brand Marketing  
Excel Sports Management

**Romansky, Matthew**  
Negotiator - AT&T Sports Investment  
Optimum Sports

**Rosenhaus, Talia**  
Global Partnerships and Events  
Strategy Coordinator  
BSE Global

**Rotondo, Michael**  
Manager of Premium Ticket  
Operations  
BSE Global

**Russo, Matthew**  
Baseball Analytics Intern, Team Sports  
Wasserman

**Scanlan, Daniel**  
Partner  
Kindred Partners

**Schwartzman, Joshua**  
Sponsorship Strategy and Activation  
MKTG Inc.

**Serra, Paige**  
Associate Attorney  
MacWilliams Law PC

**Sewerin, Oskar**  
Event Manager  
Generation Pep

**Shea, Alexander**  
Senior Manager, Client Marketing  
Radege Sports Management

**Shelmidine, Marcus**  
Manager of Multimedia and  
Technology  
Syracuse University

**Sirota, Samuel**  
Associate Underwriter  
SL Green Realty Corporation

**Trust, Bradley**  
Assistant Film Coordinator  
Hofstra

**Tumminia, Sara**  
Production Coordinator  
Van Wagner Sports & Entertainment

**Twomey, Nicholas**  
Account Manager  
CSM Sport & Entertainment

**Van Ermen, John**  
Sportsbook Operations Associate  
Golden Nugget Online Gaming, Inc.

**Vest, Jason**  
Coordinator, Partnership Marketing  
Major League Soccer

**Voorheis, Patrick**  
Instructional Aide  
Cambridge Public Schools

**Weinberg, Joseph**  
Junior Data Analyst  
Havas Media Group

**Weisman, Samantha**  
Account Executive  
Momentum Worldwide

**Weiss, Simon**  
Digital Marketing Specialist  
Townsquare Interactive

## CLASS OF 2018

**Allen, David**  
Assistant Account Manager for  
Business Management  
Baker Tilly US

**Banks, Jessica**  
Brand Consulting Assistant  
Creative Artists Agency

**Beach, Cobie**  
Customer Service Representative  
Waste Harmonics

**Beyer, Leah**  
Marketing and Operations Manager  
Hood To Coast

**Birns, Jeremy**  
Office Leasing Associate  
RDE Advisors, Inc.

**Bongiorno, Joseph**  
Season Tickets Coordinator  
New York Yankees

**Borza, Timothy**  
Owner  
Borza's Recreation Center

**Breitenmoser, Jan**  
Sporting Director  
FC Wil 1900

**Bremer, Keith**  
Stadium Experience Coordinator  
Tennessee Titans

**Broderick, Christopher**  
Ticket Operations Coordinator  
New Jersey Devils

**Carlson, Kelsey**  
Customer Success Manager  
TruVideo

**Castro, Destiny**  
Customer Relationship Management  
Specialist  
New York City Football Club

**Chun, Seung Han**  
Overseas Sales  
KCC Corporation

**Cook, Alexandra**  
Senior Athlete Services Coordinator  
The IRONMAN Group

**DiPaola, Nicklaus**  
Ticket Sales Account Executive  
Wichita Wind Surge

**Essaghof, Joy**  
Business Development Analyst  
Legends

**Fishbein, Daniel**  
Partnership Sales Manager  
Incubeta

**Fleischer, Carly**  
Founder  
Kicks By Carly

**Friedman, Matthew**  
Coordinator of New Business  
Development  
Madison Square Garden

**Gardner, Sarah**  
Account Manager  
The Walt Disney Company

**Gorman, William**  
Supervisor of Distribution  
Dicks Sporting Goods

**Harlow, Justin**  
Business Operations  
Urban Sports Hall of Fame

**Henderson, Christopher**  
Chief of Staff to the Commissioner  
Overtime

**Hope, Harrison**  
Content Creator  
Twitch

**Jaffin, David**  
Co-Founder  
Grit Player Services, LLC

**Jordan, Lawrence**  
Account Executive  
Google

**Kent, Jeffrey**  
Manager, Marketing and Graphics  
NBA G League Affiliate at New  
Orleans Pelicans

**Kim, Jaeseung**  
Ordinance Corps Officer  
U.S. Army Reserves

**Kniesner, William**  
Student  
University of Southern California

**Kropp, Benjamin**  
Licensed Evaluator  
Area Scouts

**Lagerweij, Elise**  
Student  
Universiteit Utrecht Law School

**Lamontagne, Alexandria**  
Social Media Marketing Specialist  
Allevegum

**Larosche, Jacob**  
Seasonal Operations Intern  
National Football League

**Leiher, Sydney**  
Management and Program Analyst  
U.S. Department of Education

**Lynch, William**  
Business Development  
Representative  
Litmus

**Marciello, Stephen**  
Senior Video Scout  
Sports Info Solutions

**Marsh-Coan, Angela**  
Social Justice Coordinator  
National Football League

**Massino, Kellan**  
Player Experience Team Lead for  
Barstool Sportsbook  
Penn Interactive

**Mayer, Alexandra**  
TitleNon Scripted TV/Sports  
Broadcasting Assistant  
William Morris Endeavor  
Entertainment LLC

**Mejia, Anthony**  
Head of Product  
Made The Collective

**Minor, Oliver**  
Account Executive  
Cloudex, Inc.

**Monihan, John**  
Senior Account Manager  
Digital Remedy

**Morano, Caroline**  
Sales Associate  
Toast, Inc.

**Moskowitz, Ari**  
Business Development Manager  
FanHub, by Genius Sports

**Myers, Christina**  
Marketing Manager  
Lehigh University

**Neal, Emily**  
E-commerce Catalog Coordinator  
GoExpedi

**Neumann, Matthew**  
Customer Experience Associate  
DraftKings

**Newsome, Elijah**  
Brand Events Coordinator  
Porsche Cars International

**O'Connor, Daniel**  
Senior Analyst  
Premier Partnerships

**O'Connor, Kyle**  
Program Manager  
Defy Ventures

**Pappalardo, James**  
Marketing Specialist  
CIT Group

**Pasternak, Richard**  
Freelance Horse Racing/Sports Writer  
Self-Employed

**Penta, Tyler**  
Student  
UC San Francisco Hastings School  
of Law

**Peters, Christopher**  
Business Development Executive  
Informa Financial Intelligence

**Polanco, Deanna**  
Executive Assistant  
Monami Entertainment

**Potolski, Matthew**  
Junior Publicist  
NBC Sports Group

**Prescott-Moore, Da'sha**  
Hospitality Manager  
Georgia Tech Athletics

**Prisco, Matthew**  
Senior Brand Partnerships  
Representative  
HUMAN

**Rich, Jonathan**  
Football Coach  
Greenwich High School

**Ritholz, Julian**  
Manager of Business Development  
Authentic Brands Group

**Robinson, Matthew**  
Junior Analyst  
Futures Sport + Entertainment

**Ross, Gabriel**  
Digital Learning and Sales Enablement  
Advisor  
360Learning

**Rossetti, Benjamin**  
Digital Sales Planner  
NBC Universal Media LLC

**Rouso, Eli**  
Founder  
Open Vault Media, Llc

**Rubenstein, Benjamin**  
Business Operations and Expansion  
Manager  
Snackpass

**Rubin, Paulina**  
Senior Associate, Business Leadership  
Momentum Worldwide

**Ryback, Austin**  
Account Coordinator, Sponsorship  
Sales and Activation  
BSE Global

**Schuster, Jake**  
Insurance Specialist  
Hotaling Insurance Services

**Shaiman, Benjamin**  
Operations  
Fangage, Inc.

**Smith, Jason**  
Coach  
Coach Wooten's Basketball Camp

**Spyropoulos, Eric**  
Social Media and Digital Content  
Manager  
Kroenke Sports & Entertainment

**Telesford, Morgan**  
Development and Communications  
Associate  
St. Patrick's Episcopal Day School

**Van Loon, Matthew**  
Senior Associate  
Matterkind

**VanRaamsdonk, Robert**  
Account Executive  
New York Islanders

**Wang, Wei**  
Coordinator, Talent and Marketing  
Wasserman (China)

**Weiss, Erik**  
Senior Customer Experience  
Associate  
DraftKings

**Wood, Alex**  
Director, Marketing and Product  
Management  
TeamWork Online

**Wyszczanski, Sydney**  
Operations Coordinator  
Premier Lacrosse League

**Yablonski, Corey**  
Account Manager  
Otis Elevator Company

## CLASS OF 2019

**Alechammas, Zachary**  
Client Finance Analyst  
Ogilvy & Mather Worldwide Inc.

**Anderson, Courtney**  
Events and Partnerships Consultant  
Steve Nguyen & Associates

**Arnold, Nikolai**  
Assistant Basketball Coach  
Lycoming College

**Austin, William**  
Account Executive  
Starpower LLC

**Banner, Jonathan**  
Production Assistant  
NFL Films

**Bard, Jennifer**  
Sales Associate  
Hotel Bethlehem

**Basile, Nicholas**  
Junior Sales Associate  
New York Yankees

**Belbey, Shaun**  
NBA Skills Coach  
Shaun Belby Basketball

**Bieber, Alec**  
Marketing Manager  
CollectibleXchange

**Birdsall, Samuel**  
Analytics and Sales Associate  
SportsFan

**Bisson, Rebecca**  
Account Executive, Season Tickets  
New York Mets

**Bitsimis, Jake**  
Paraprofessional  
Half Hollow Hills High School West

**Burke, Caitlin**  
Coordinator of Hospitality and Events  
MKTG Inc.

**Carlson, Nicholas**  
Brand Team  
Horizon Media, Inc.

**Cavalier, Michael**  
Associate Content Producer  
The Topps Company

**Cornelius, Aaron**  
Assistant Operations Manager  
Point3

**Cusat, Neil**  
Sales Coordinator  
Pegasus Sports LLC

**Daly, Brigid**  
Manager, Influencer Marketing  
DraftLine  
Anheuser-Busch Companies Inc.

**D'Aversa, Lucas**  
Sales Associate, Group Inside Sales  
New York Yankees

**De La Fuente, Anthony**  
Senior Coordinator, Consulting  
CSM Sport & Entertainment

**DeLabruere, Jonathan**  
Account Executive  
NASCAR

**Domic, Drina**  
Associate Manager, Team Strategy  
and Analytics  
National Basketball Association

**Dressler, Matthew**  
Program Assistant  
Kids Golf Foundation of Illinois

**Duerr, Hannah**  
Referee Operations Coordinator  
U.S. Soccer Federation

**Eckenrod, Marc**  
Sales Operations Analyst  
Chip Ganassi Racing Teams

**Feinberg, Michael**  
Programming Coordinator  
ESPN Inc.

**Godnick, Andrew**  
Administrative Assistant  
National Basketball Players  
Association

**Gold, Nicholas**  
Executive Assistant Temp  
Syracuse University

**Greenberg, Seth**  
Sales Analyst  
Learfield IMG College

**Gwiazdowski, Matthew**  
Client Services and Support  
FXSpotStream LLC

**Hamilton, Daniel**  
Assistant Director of Communications  
University of South Florida

**Herrington, Owen**  
Account Executive  
Syracuse Crunch Hockey Club

**Hunt, James**  
Co-Founder  
Bant Sports

**Israel, Adam**  
Sportsbook Operations Coordinator  
BetMGM

**Israel, Erel**  
Executive Assistant to Chief  
Executive Officer  
Boom Sports

**Jenanyan, Samuel**  
Account Executive, Entertainment  
Marketing  
Starpower LLC

**Kaczorowski, Jack**  
Junior Account Executive  
MuteSix

**Katz, Joshua**  
Business Analyst  
Baltimore Ravens

**Khalil, Daniel**  
Assistant Lacrosse Coach  
Morrisville State College

**Krumbine, Erica**  
BFC Product Associate  
Bank of America

**Kurasz, Taitum**  
Coordinator, Corporate Service  
Tucson Roadrunners

**Kuruc, Michael**  
Volunteer Assistant Coach  
Syracuse University Women's Ice  
Hockey

**Lavelle, Olivia**  
Coordinator, Digital Products  
Cleveland Indians

**Li, Xinyu**  
Business Development  
Future Arena

**Lovece, Matteo**  
Football Operations and Player  
Personnel  
Fan Controlled Football

**Lowenthal, Nick**  
Assistant, Government Relations  
Office  
United States Olympic and  
Paralympic Committee

**Lundmark, Sarah**  
Associate, Client Services  
Paradigm Sports

**Maish, Stefan**  
Business Development  
AxGen

**Marsans, Hugo**  
Partnerships Manager  
Culture Group Pte Ltd.

**McLoughlin, Marielle**  
Football Operations Assistant  
Mississippi State University

**Meyer, Andrew**  
Community Relations Coordinator  
Baltimore Ravens

**Miles, Nathan**  
Analyst  
Goldman Sachs

**Miller, Alex**  
Account Executive  
SBG Funding

**Mong, Jocelyn**  
Account Coordinator  
ATP World Tour Athlete Management  
Services

**Narracci, Jake**  
Sports Data Analyst  
ESPN Inc.

**Natowitz, Austin**  
Designer  
The Topps Company

**Newman, Alexander**  
Client Service Representative  
ViacomCBS

**Onwualu, Sean**  
Student  
University of Virginia Law School

**Pessar, Ayal**  
Marketing Partnerships Manager  
WynnBET

**Placey, Madeline**  
Marketing Coordinator  
ESPN Inc.

**Quigley, Andrew**  
Digital Service Representative  
NBCUniversal Media

**Redett, Quinton**  
Account Executive, Membership  
Sales  
Charlotte Hornets

**Ricketts, Samoya**  
Account Manager  
Google

**Rubin, Micah**  
Student  
University of North Carolina School  
of Law

**Ruiz, Javier**  
Client Service Coordinator  
Home Team Sports

**Ruskin, Kai**  
Data Operations Contractor  
PFF FC

**Sawyer, Phillip**  
Customer Service Manager  
Supersapiens

**Schwartz, Jack**  
Account Executive - Investment Team  
Optimum Sports

**Selig, Sean**  
Basketball Operations Assistant  
Chicago Sky

**Senif, Kurtis**  
Marketing and Social Media  
Associate  
ThriveFantasy

**Shaw, Perez**  
Campaign Manager  
Super League Gaming

**Stanley, Sara**  
Social Media Coordinator, Big 12

**Steele, Cameron**  
Product Research Manager  
CloudTruth

**Stoeckling, Fabian**  
Director/Project Manager  
Eichgarten Immobilien AG

**Tabak, Aaron**  
Student  
New York Law School

**Torres, Alicia**  
Associate Producer  
The Soze Agency

**Towns, Austin**  
Junior Group Events Specialist  
Cleveland Cavaliers

**Vaughn, Sterling**  
Investment Operations Associate  
NEPC, LLC

**Whitman, Griffin**  
Founder and CEO  
LFG Sports

**Williamson, Bradley**  
Sales Project Manager, Winholt  
Equipment Group

**Yoo, Ethan**  
Assistant  
Thomas Safran & Associates

**Zacchilli, Nicholas**  
Product Support Specialist  
RightCapital

**Zimmermann, Daniel**  
Founder and CEO  
Verse Gaming

**CLASS OF 2020**

**Adams, Thomas**  
Membership Associate  
Atlanta Hawks

**Alessi, Caitlin**  
Education Support Professional  
Walpole Public Schools

**Appel, Peter**  
Sales Development Representative  
Cognism

**Artsky, Brad**  
Student  
Brooklyn Law School

**Bader, Carolin**  
Student  
Molde University College, Germany

**Barry, Jillian**  
Operations Manager  
Rookie Road

**Blutig, Andrew**  
Content Management Specialist  
BetMGM

**Bustillo, Matthew**  
Solutions Marketing Intern  
Commvault

**Butterman, Justin**  
Research Intern  
Savanta

**Carello, Joseph**  
Sales Representative  
Paycom

**Clarke, Richard**  
Player Participation Data Analyst  
Pro Football Focus

**Cooney, Nolan**  
Professional Athlete  
New Orleans Saints

**Davis, Caroline**  
Marketing Associate  
National Football League

**Davis-Corr, Kinsey**  
Branding and Marketing Assistant  
Hitz & Branding, LLC

**Defusco, Matthew**  
Musketeer Scout  
Red Bull

**Derda, Andrew**  
Director of Strategic Partnerships  
Bookit Sports

**Di Napoli, Luca**  
Research Intern  
Performance Research

**Felicetti, Nicholas**  
Assistant Video Investor  
Horizon Next

**Gauzza, Sydney**  
Marketing Coordinator  
Phoenix Institute of Herbal Medicine  
and Acupuncture

**Geraci, Daniel**  
Assistant Account Planner  
Lockard & Wechsler Direct



Joy Essaghof, 2018



Julie Bengis, SVEM 2016



Marisa DuVal, SVEM 2018

**Hopkins, Patrick**  
Student  
University of Texas at Austin  
McCombs School of Business

**Incerpi, Sarah**  
Client Services Assistant  
River Direct

**Kahny, Rhett**  
Inbound Copywriter  
Stream Companies

**Kerner, Melissa**  
Sponsorship Sales and Marketing  
Collegiate Sports Management Group

**Kimmel, Ethan**  
Growth  
Bought By Many

**Kittay, Nicole**  
Graduate Assistant, Sports  
Operations  
Virginia Commonwealth University

**Kleban, Jacob**  
Coordinator of Business Development  
Athletes First Partners

**Kourpas, Seth**  
Relationship Banker  
J.P. Morgan Chase

**Kushell, Zachary**  
Sales Associate  
Harris Blitzer Sports & Entertainment

**Lehrman, Adam**  
Administrative/Legal Assistant  
Loeb & Loeb, LLP

**Minick, Alec**  
Order Processing Crew  
Professional Fighters League

**Monzo, Connor**  
Account Executive, Season Ticket  
Sales and Service  
New York Yankees

**Morrow, Aaron**  
Associate, Client Services  
AlphaSights

**Ochstein, Jonathan**  
Real Estate Agent  
Marcus & Millichap

**Olnowich, Alexandra**  
Professional Athlete  
National Women's Hockey League

**Patalino, Jacob**  
Carrier Sales Representative  
MoLo Solutions

**Petrillo, Francis**  
Traveling Operations  
American Junior Golf Association

**Pignatella, Matthew**  
Account Coordinator  
DKC

**Pollack, Brandon**  
Analyst  
William Hill PLC

**Pomerantz, Hunter**  
Co-Founder  
The Players Trunk

**Ren, Xin**  
Student  
Babson College

**Riccolo, Leah**  
Coordinator of Talent Marketing  
Rubicon Talent

**Rogers, Kristen**  
Student  
Widener University Delaware Law

**Rosenbaum, Alexander**  
Guest Experience Representative  
Nashville Predators

**Rosone, Jake**  
Assistant Strategist, Business  
Solutions  
Horizon Media

**Ruggiero, John**  
KYC Analyst  
Evolve Bank & Trust

**Santana, Nikolas**  
Retail Sales Associate  
Fabletics

**Santos, Maxwell**  
Partnerships Support  
SponsorUnited

**Scala, Nikki**  
Fan Experience and Special Events  
Cleveland Browns

**Schambers, Emma**  
Student  
Providence College

**Schmidt, Niklas**  
Student  
FH Kufstein Tirol

**Sepe-Chepuru, Shanthi**  
Alerts and Research Editor  
Major League Baseball

**Sperry, Ricki**  
Digital Services Representative  
NBCUniversal Media, LLC

**Steiger, Stephen**  
Linear Account Coordinator  
Turner Sports

**Trager, Alexandra**  
Key Accounts Associate  
ISlide

**Tyler, Jordan**  
Business Development Associate  
Edufficient

**Tyrus, Montana**  
Account Executive, Growth  
Properties  
BSE Global

**Voytko Glazer, Matthew**  
Administrative Assistant  
Perkins Coie LLP

**Walker, Kyle**  
Student  
The Ohio State University, Moritz  
College of Law

**Ware, Bailey**  
Partner Development Representative  
EAB

**Weinberg, Evan**  
Retention Marketing Coordinator  
William Hill PLC

**Wright, Declan**  
Underwriter  
CNA Insurance

## CLASS OF 2021

**Allaham, Victor**  
Student  
Cardozo College of Law

**Bunfill, Connor**  
Co-Host and Founder  
The Everyday Scout

**Bush, Andrew**  
Associate Inside Sales Representative  
Dell Technologies

**Deresiensi, Blake**  
Content Analyst  
Rookie Road

**Eliou, Kate**  
Student  
Syracuse University, Whitman School  
of Management

**Felton, Karis**  
Growth Specialist  
Grit Player Services

**Glavin, Oliver**  
Client Success Associate  
Gartner

**Hu, Jianghui**  
Business Development Associate  
DTK Sports

**Johnson, Caroline**  
Executive Assistant  
The Montag Group

**Kaiser, Ruth**  
Video Intern  
Miami Heat

**Kiesel, Josephine**  
Student  
EM Normandie Business School

**Lazar, Slater**  
Events and Public Relations Intern  
A-List Communications

**Levison, Charles**  
Agent Associate  
The Harry Walker Agency

**Masi, Matthew**  
Student  
Brooklyn Law School

**McCabe, Matthew**  
Assistant Product Coordinator  
Fanatics, Inc.

**Offit, Jonathan**  
Defensive Quality Control  
Coordinator  
Valparaiso University Football

**Orlin, Marc**  
Director of Sales and Marketing  
Super Fan Sports Fundraising

**Perodeau, Andrew**  
Communications Intern  
Loud and Live

**Prisco, Andrew**  
Content Analyst  
Rookie Road

**Rothstein, Jack**  
Corporate Sponsorships,  
The New York Racing Association

**Schimmel, Ethan**  
Auctions Coordinator/Social Media  
Assistant  
You Can Play Project

**Schwartz, Dylan**  
Media Assistant  
VMLY&R Commerce

**Siermachesky, Kristen**  
Student  
University of North Carolina - Sport  
Administration M.S.

**Sosman, Erica**  
Merchandising Partnerships Intern  
National Basketball Association

**Staiger, Jayson**  
Content Analyst  
Rookie Road

**Taylor, Colin**  
Inside Sales Representative  
PSP Sports

**Jonah, Wheeler**  
Partnership Activation Assistant  
Pittsburgh Steelers

## SPORT VENUE AND EVENT MANAGEMENT

### CLASS OF 2013

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

**Byron, Monica**  
Receptionist/Paralegal  
Kenny Leigh & Associates

**Carlson, Melissa**  
Senior Sales Coordinator  
Atlanta Braves

**Firestone, Evan**  
Operations Specialist  
Boston Private Bank & Trust  
Company

**Higgins, Maureen**  
General Manager of Suites  
Levy Restaurants



Da'sha Prescott-Moore, 2018



Paige Serra, 2017



Drew Meyer, 2019

**Hills, Katherine**  
Office Coordinator  
Syracuse University

**Manecio, Matthew**  
Program Auditor/ Building Inspector  
New York State Office of Disability

**Ricco, Richard**  
Technical Logistics Assistant  
National Broadcasting Company Inc.

**Rudy, Kathleen**  
Special Projects Manager  
EngageMint Partners

**Upmalis, Jordan**  
Marketing Content Consultant  
OnLife Health

#### CLASS OF 2014

**Bayanker, Chari**  
App Producer  
The Topps Company

**D'Arcy, Danielle**  
Ticket Seller  
New York Yankees

**Fiorini, Emily**  
Festival Manager  
Spartan Race Inc.

**Jackson, Taylor**  
Account Development Manager  
Research Now

**Lever, Sierra**  
Associate Marketing Director  
SONY Music Entertainment

**Perlo, Elissa**  
Medical Assistant  
Dartmouth-Hitchcock

**Rising, Julie**  
Athletic Game Operations Manager  
Boise State University Athletics

#### CLASS OF 2015

**Bracken, Emily**  
Conference Manager  
Lincoln Healthcare Leadership

**Brown, Justin**  
Account Executive  
Boston Celtics

**Bryant, Jordan**  
Senior Analyst  
Innocean Worldwide Inc.

**Davidson, Hannah**  
Administrative Assistant  
Progressive Insurance

**Davis, Lauren**  
Events Production Manager  
Syracuse University

**Denick, Kristen**  
Physician Relationship Manager  
Oswego Health

**Dumas, Emily**  
Wholesale Director  
The Investor Hub

**Gao, Fei**  
Associate Professor  
China University of Political Science and Law

**Li, Hanqing**  
Lead  
Shanghai Disney Resort

**Lublin, Jason**  
Facility Manager  
University of South Florida

**Sloan, Victoria**  
Program and Event Coordinator  
LJR Management Corp

**Sun, Wendong**  
Account Manager  
Sparks

#### CLASS OF 2016

**Hines, Keith**  
Marketing Project Manager  
University of North Carolina at Chapel Hill

**Johnson, Riley**  
Assistant Coach  
Hillsdale College

**Liu, Mingtao**  
Assistant Facilities Manager  
Hangzhou Dragon Sport Center

**McCaslin, Carolyn**  
Client Services and Meeting Coordinator  
NCM Associates

**Peters, Jordan**  
Sponsor and Marketing Specialist  
Boilermaker Road Race

**Phillips, Brian**  
Stadium Operations Director  
Buffalo Bisons

**Pils, Elizabeth**  
Senior Employment Security Clerk  
New York State Department of Labor

**Rudy, Aaron**  
Assistant Director for Marketing  
Dartmouth College

**Tartaro, Daniela**  
Adjunct Professor, Sports Marketing  
Le Moyne College

#### CLASS OF 2017

**Banno, Sean**  
Coordinator, Facilities and Operations  
Brown University

**Chulock, Rachel**  
Events and Schools Coordinator  
Special Olympics

**Johnson, Kelly**  
Associate Director of Recreation Services,  
Syracuse University

**Nakata, Kensuke**  
Manager of Sports Business  
Amuse, Inc.

**Sena, Candace**  
Coordinator of Premium Seating  
Pegula Sports and Entertainment

**Zhang, Kaili**  
Project Manager  
SECA Worldwide

**Barrie, Fergus**  
Senior Marketing Manager  
Sports Direct

**Burke, Brett**  
Concessions Manager  
Gwinnett Strippers

**Chen, Peng Han**  
Residential Mentor  
IMG Academy

**LaRoussa, Jessica**  
Assistant Manager, Corporate Events  
Allegiant Stadium

**Marks, Brendan**  
Account Manager  
Apex Systems Inc.

**Martuscello, Kevin**  
Technical Events Manager  
ASM Global

**Olson, Arek**  
Assistant Director, Facilities and Events  
Lehigh University

**Vergara, Anna**  
Assistant/Suites  
Legends

**Zorn, Anna**  
Operations Manager  
ASM Global

**Zuo, Chengji**  
Anti-Doping Coordinator  
Chinese Badminton Association

#### CLASS OF 2018

**Barrie, Fergus**  
Senior Marketing Manager  
Sports Direct

**Burke, Brett**  
Concessions Manager  
Gwinnett Strippers

**Chen, Peng Han**  
Residential Mentor  
IMG Academy

**LaRoussa, Jessica**  
Assistant Manager, Corporate Events  
Allegiant Stadium

**Marks, Brendan**  
Account Manager  
Apex Systems Inc.

**Martuscello, Kevin**  
Technical Events Manager  
ASM Global

**Olson, Arek**  
Assistant Director, Facilities and Events  
Lehigh University

**Vergara, Anna**  
Assistant/Suites  
Legends

**Zorn, Anna**  
Operations Manager  
ASM Global

**Zuo, Chengji**  
Anti-Doping Coordinator  
Chinese Badminton Association

#### CLASS OF 2019

**Bruno, Lia**  
Athletes Service Coordinator  
The IRONMAN Group

**Douglass, Baylee**  
Associate Project Manager  
Lyda Fire

**DuVal-Carpenter, Marisa**  
Facility Operations Manager  
University of Louisville

**Paul-Wei, Yaohui**  
Sports Club Coordinator  
Syracuse University

**Peters, Allison**  
Event Manager  
Steve Furgal's International Tennis Tours

**Williams, Janelle**  
Partnership Activation Coordinator  
Association of Volleyball Professionals

#### CLASS OF 2020

**Caruthers, Hallie**  
Operations Interns  
ProPlayers Foundation

**DeRita, Madison**  
Assistant Athletic Director/Teacher  
Mercy High School

**Fisher, Whisper**  
Social Media Manager  
Alston For Athletes

**Marshall, William**  
Customer Operations Agent  
FanDuel

**Pickard, Jake**  
New York City Market Manager  
SponsorUnited

**CLASS OF 2021**

**Cooper, Kamille**  
Conference Coordinator  
National Diversity Council



It was a great day to be Orange at The Steiner Agency in Summer 2021 when Jordan Wolffson '21, SPM alum Alec Bieber '19, Syracuse University alum Brandon Steiner '81, Syracuse University alum Nick Thyrrre '90 and Cayne Mandell '21 all found themselves in the office together. Wolffson and Mandell completed their Senior Capstones with Steiner over the summer, while Bieber and Thyrrre work at the company.

## SPM Alumni in #SportsBiz hits fourth year



Roland Williams

The Department of Sport Management's fourth annual "SPM Alumni in #SportsBiz" event went virtual in Fall 2020 as students and alumni connected via Zoom on October 23 to enhance their networking and professional growth.

Sport Management director Michael Veley welcomed participants before turning the program over to keynote speaker Roland Williams, a former Syracuse University football player who is now the President and Chief Executive Officer for All Pro Catalyst. He's also a former Super Bowl Champion and entrepreneur.

Williams told students and alumni to set goals for themselves, gather all the information they can, and then work on connecting the dots to find success.

"One season doesn't make a career," he said. "Set realistic goals and then focus as much as you can on executing your assignment and focusing on your technique, so you can achieve those goals."

After the keynote, event participants took part in panel sessions on topics such as Careers in Sports Betting; Sport and Social Justice; and Contingency Planning After COVID-19.

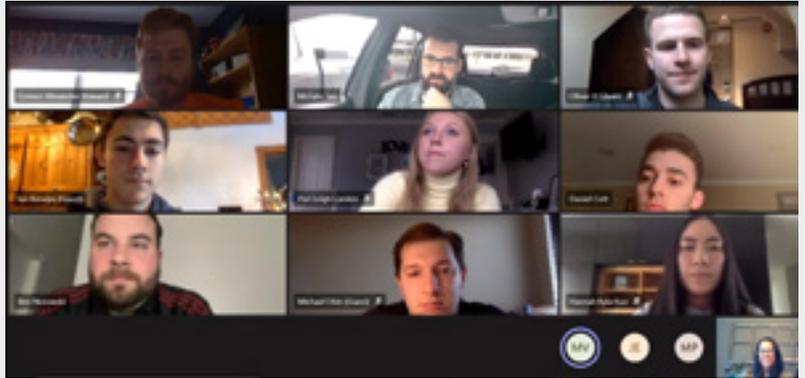
Alumni Evan Weinberg, Jack Van Erman, Joey Sabel, Elijah Biggins, Lori Robinson, Chris Robinson, Sydney Leiher, Jenna Harmer, Joy Essaghof, Emily Dumas, Jeremy Losak, and Katie Rudy took part as moderators and panelists.

The event concluded with a mentorship hour between alumni and students.

"We are so fortunate to have fantastic and caring alumni who want to help our current students in and out of the classroom," said event organizer Nicole Cost '08, an internship placement coordinator in Sport Management. "We were not sure what to expect by switching this to a virtual event. But of course, our amazing alumni stepped up yet again to help us make the event a success."

The fifth annual "SPM Alumni in #SportsBiz event" is planned for Friday, October 15, 2021 on campus. Email [nfimbrog@syr.edu](mailto:nfimbrog@syr.edu) for more information.

## Annual job-shadowing program goes virtual in 2021



The department of Sport Management's third annual Students and Professionals Meet (S.P.M.) Week was held virtually January 11-15, 2021. Unlike in years past where students job shadowed alumni in their geographical location for a day, the 2021 event turned virtual due to the COVID-19 pandemic. Instead of hosting students on site, our alumni hosted topic-based online workshops. Alumni provided the parameters for their workshops. Students were then tasked with conducting research relative to each specific workshop, and then came prepared with their case study findings to the workshops.

"I really enjoyed the virtual job-shadowing event because I got to be creative and see what I could find out about the company in advance with the data that was provided," said Jenna Tivnan '22.

### The workshop topics were:

- **Events and Operations:** co-hosted by Anna Zorn (SVEM '18, Soldier Field) and Drew Altavilla (SPM '13, Louisiana State Athletics)
- **Marketing and Agency:** co-hosted by Meghan Grassadonia (SPM '17, Excel Sports Management), Leah Riccolo (SPM '20, Rubicon Talent) and Brett Polinsky (Whitman '17, Rubicon Talent)
- **Sales and New Business:** co-hosted by Ben Norowski (SPM '12, New York Red Bulls) and Ian McFate (SPM '08, Aramark)
- **Sports Betting and Marketing Partnerships:** co-hosted by Brett Woltz (SPM '11, BetMGM) and Ayal Pessar (SPM '19, BetMGM)
- **Analytics and Player Operations:** hosted by Drina Domic (SPM '19, NBA)

"The case study discussion was definitely worthwhile," Grassadonia said. "The best kind of brainstorming and collaboration is involving different thoughts and ideas from various people."

Thirty-four sport management, sport analytics and sport venue and event management students took part in the week-long series of online workshops.

"Not only was this a great opportunity to provide students with valuable content-based workshops over their long winter break, but it opened doors for them to expand their professional networks as they look for internship opportunities in the future," said SPM Internship Placement Coordinator Lisa Liparulo, who coordinated the event.

## SPM alum Nolan Cooney signs with NFL's Saints

Syracuse University Sport Management Class of 2020 graduate Nolan Cooney, a former punter on the Orange football team, signed with the NFL's New Orleans Saints in May 2021.

At Syracuse University, Cooney earned honorable mention All-American and third team All-Atlantic Coast Conference honors in Fall 2020. He overcame testicular cancer while attending East Greenwich (R.I.) High School, where he played soccer, baseball and basketball. He was the recipient of Syracuse University's Jim DaRin Courage Award in 2019 and the ACC's Brian Piccolo Award in 2020, given to the most



courageous player in the league.

"He basically was like an unrecruited walk-on that kind of just showed up at our door," said former Syracuse University special-teams coach Justin Lustig, who is now at Vanderbilt. "He's unbelievable. One of my favorite players I've ever coached. I haven't been around a guy that works harder than Nolan."

In New Orleans, Cooney will compete with Blake Gillikin, last year's undrafted rookie, to replace longtime standout Thomas Morstead, who was released in a wave of salary-cap cuts in the offseason.

## Meet Casey Miller

SPM '08, Director of Platform Product and Business Development, Tagboard



Starting at Syracuse University in 2004, I knew I wanted to work in sports media. Little did I know that I would go from ticket sales to media technology in a span of 13 years.

In 2008, I started my career in ticket sales and operations with Sky Blue FC and the New Jersey Sports and Exposition Authority. One thing I learned from Professor Pat Ryan's sales class was that having a sales background was key to long-term growth in the sports industry. He was right.

Around 2010, I noticed the future of the industry was shifting toward going fully digital. I spent just over six years at IOMEDIA, working in project management and partnerships for 3D ticketing technology. I also worked for Omnigon (now InfrontX) in digital consulting and account management, and then at Grabyo, a cloud video production platform. I finally found myself in the sports content and technology space I always wanted to be in. At Grabyo, I built the U.S. Customer Success Team and led strategic partnerships and business development globally. Just over two years later, I left Grabyo for Portland, Oregon, to join Tagboard, doubling down on working on the content side of the media landscape.

Tagboard is an intuitive storytelling cloud production platform that creates interactive live programming, for any connected screen. At Tagboard, I lead global partnerships, channel sales, and lead the platform product team, working closely with Twitter, TikTok, Reddit, Facebook, Instagram, and Snap, among others. You have likely seen Tagboard in action via on-air Tweets during NBA games on TNT or while watching the NFL on Fox.

I have been lucky enough to offer internships to SPM students during my time at Grabyo and Tagboard and it has been great to see the growth of the program. My advice to current students is to network, take risks and expect the unexpected. I wouldn't be where I am today if the SPM program hadn't helped me build the foundation needed to work in this industry.

## Meet Keith Benson Hines

SVEM '16, Marketing Project Manager, University of North Carolina at Chapel Hill



Syracuse University's Sport Venue and Event Management graduate program introduced me to something I had never done nor ever envisioned would be part of my career that I enjoy the most: Sponsorships.

I came to Syracuse in Summer 2015, joining the 2015-16 SVEM class that would go on to host the first SVEM Charity Golf Tournament. It was during this planning process that I got a small taste of sponsorships.

I should mention that I am from North Carolina, where golf is played every month of the year. In Syracuse, however, that is not the case. So, during the chilly Fall semester and into the dead of winter, I had no clue how I was going to convince companies and individuals to commit to sponsoring, and being part of, a golf tournament that was months away. At that moment, I did not even know if the ground, covered with 18 inches of snow, would even thaw in time for the May tee off.

Equipped with the skills we learned in our SVEM courses, our class pressed our way through our reservations and the snow to meet the task head-on. We surpassed our goal of raising \$5,000 for Vera House by raising \$15,000, and thus helping to shape my future.

I use the skills learned at Syracuse University in my current role as Marketing Project Manager at the Frank Porter Graham Student Union on the Campus of the University of North Carolina at Chapel Hill. Each year on the Sunday before the first day of class, we host Fall Fest, a celebration of student life with competitions, performances, and giveaways. I have served on the event sponsorship committee for the past three years, helping to raise funds and secure in-kind donations for this spectacular event.

For me, none of this would be possible without the knowledge and experience I gained from Syracuse University's SVEM program. For that, I will always owe a debt of gratitude.

## Meet Blake Johnson

SPM '16, Navigation Outreach and Inclusion Lead, I AM ALS



I came to Syracuse University as an undeclared major, and also a member of Syracuse University's women's soccer team. I knew I wanted to work in a space that combined community development and sports, which is how I ultimately chose Sport Management as my major.

Each SPM professor assisted my development in their own unique way, which is what makes the Syracuse SPM program so special. You can go to any professor or administrator and walk away with something different each time ... a laugh, motivation, a new goal, a new person to network with, helpful feedback, a new internship to apply for and yes, more homework.

As a senior, I landed a Capstone with the NBA's Atlanta Hawks in their Community Basketball Programs department working in community/grassroots marketing and generational fan building. I worked to provide inclusive opportunities for youth to stay active and learn the game of basketball.

After my Capstone, I was able to transition into a full-time role with the Hawks as an assistant in their Community Basketball Programs, and then as the senior coordinator. I created and oversaw the Hawks' Lady Ballers Program and community and adaptive sports partnerships with organizations such as BlazeSports Wheelchair Basketball, Special Olympics, Boys & Girls Clubs and YMCAs. I also managed our part-time staff, which helped with all on-court programming.

The job was perfect for me: a lot of fun and chaotic at times. I worked on summer camps, 3vs3 tournaments and mentoring programs, each aimed at providing safe learning spaces and helping to create Atlanta Hawks fans at a young age. As a Hawks employee, I also served as a Poll Manager for the 2020 election and received "MLK True to the Dream" recognition for my community service outside of work.

It was my roles at the Hawks that helped me better understand my passion for servicing, learning from, and building relationships with marginalized communities. After five years with the Atlanta Hawks, I transitioned in Summer 2021 to a new role in the non-profit space with the I AM ALS organization in Austin, Texas.

# Sport Management Sport Analytics Sport Venue and Event Management

**S** Syracuse University  
Falk College of Sport  
& Human Dynamics

2020-2021 Newsletter

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David B. Falk College of Sport and Human Dynamics  
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## CALLING ALL ALUMNI:

To be sure Syracuse University has your most up-to-date information, please email your current mailing address, phone number, e-mail, employer, title, business e-mail, and business address to [records@sy.edu](mailto:records@sy.edu). This ensures that you will receive important communication from the University as well as Falk College and the Department of Sport Management. And don't forget to send us photos from your work, family or alumni gatherings. Shown above are Syracuse University Sport Management alumni Austin Towns, Caitlin Burke, Olivia Lavelle and Alex Wood (from left) at a Cleveland Indians game in June 2021.