

Sport Management • Sport Analytics Syracuse

2021-2022 Newsletter



PIVOT • PERSEVERE • PRIDE





The resiliency of Syracuse University students, faculty and staff during the global pandemic amazed me and that same elasticity and adaptability has been evident in the post-pandemic sport industry. The ability to pivot on short notice, adapt to an ever-changing environment and set of parameters, and modify ways of conducting business and communicating with constituents have allowed sports to bounce back far sooner than expected. Spectators are filling stadiums and arenas, television rating are rebounding to pre-COVID levels, and new sectors of growth have re-ignited the industry flame.

We pride ourselves in diversity and being visionary. This past year, assistant teaching professor Dave Meluni created the nation's first undergraduate class on Name, Image and Likeness - legislation that has transformed how student-athletes can monetize their personal brand and receive financial compensation. Professor Meluni has become a leading authority in this field and was awarded the 2022 Evan Weissman Memorial Teaching Award for Falk College.

Our Sport Analytics program, under the leadership of Professor Rodney Paul, continues to garner national attention and earn awards for student research presentations, case competitions, and faculty research, both domestically and internationally. Graduates of this program have secured jobs with college athletics, Major League Baseball teams, NFL

franchises, the NBA, and several private sector businesses both in and outside of sports.

We continue to promote diversity, equity, inclusion, and accessibility by using sports as a platform for social responsibility. In October 2022, we will host our inaugural DEIA symposium thanks to the generosity of Syracuse alum Jonathan Wanderstock.

Our academic program has prided itself on creating pathways for women in sports and will continue to move the needle through enhanced experiential learning opportunities, recruitment of female students, faculty, and staff, providing gender-based scholarships to women and students of color, and working with employment recruiters in multiple sectors of sports.

Additionally, the Department of Sport Management and Syracuse Athletics have created a 10-year partnership with Legends, a premium experiences company with six divisions operating worldwide. Legends offers clients and partners a 360-degree data and analytics fueled service solution platform to elevate their brand and execute their vision. The alliance will allow current students to benefit from project-based and experiential learning, mentorship, and visibility into job openings. This will provide unprecedented opportunities for Falk sport management and analytics undergraduates and our Sport Venue and Event Management graduate students to intern with Legends and prepare them for full-

time positions upon graduation.

Sports can be an ideal platform to affect social change and it has been a hallmark of this program and the David B. Falk College of Sport and Human Dynamics. We continue to use sports as a platform to teach social responsibility and aid our community. The Sport Management Club's Charity Sports Auction, under the leadership of co-chairs Jakob Fox '22, Luca Giacobbe '22 and Megan Monzo '22, raised \$45,000 for the Jim and Juli Boeheim Foundation, and the graduate students hosted the "Future's Lax Bash" to benefit Tackle ALS that raised \$5,000 under the leadership of Dr. Gina Pauline.

Several student organizations created and hosted social advocacy programs and webinars as part of their mission to promote DEIA initiatives in conjunction with the department's overall commitment to these causes.

We're ORANGE TOGETHER! I hope you take pride in the accomplishments of our students, alumni, faculty, and staff. As always, BE LOUD, BE PROUD, BE ORANGE!!

Sincerely,

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



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



From the Dean...



It is a great joy to see our Orange community once again learning and creating together, in person, both on campus and around the world. As a university, we celebrate the proud and powerful Orange network that creates vast opportunities for our students and alumni. And that is certainly true among the Department of Sport Management, which boasts partnerships throughout the sport industry.

Immersion trips are one way in which students are able to meet and learn from innovators and leaders in sports. This past year, students gained insights into various industry segments and established important professional connections from Boston to Los Angeles to New York City.

They witnessed—and took part in—the transformational work our growing sport management community is doing, spanning business innovation, research and analytics, community development, environmental sustainability, as well as diversity, equity, accessibility, and inclusion initiatives.

Immersion trips, internships, competitions and conferences cultivate the Orange network and establish our students in the sport industry before they even graduate. None of these opportunities would be possible without our alumni, partners, supporters and friends of Falk College and Syracuse University. We thank you.

I encourage all of our esteemed alumni to stay in touch with us, and hope you find yourself back on campus soon for some of our exciting upcoming events. Until then, be well and Go Orange!

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

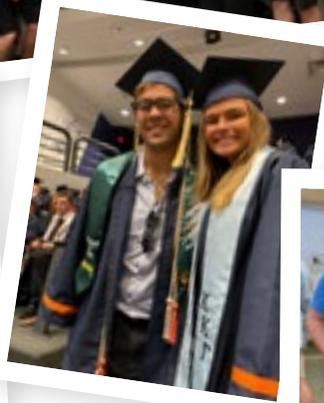
Sport Analytics Director's Academic Achievement Award winners.



Sport Management Director's Academic Achievement Award winners.



Sport Analytics Marshal Samuel (Ben) Ayers.



Sport Management seniors Joao Murray (left) and Victoria Kelly.



Sport Management award winners (from left) Luca Giacobbe, Devan Dachisen, Jakob Fox and Jenna Tivnan.



Five Sport Analytics seniors were named Falk College Scholars: Mackenzie Mangos, Drew DiSanto, Preston Klaus, Dominic Samangy and Cooper Shawver (from left).

Congratulations to the Class of 2022

On May 14, 2022, Syracuse University's David B. Falk College of Sport and Human Dynamics celebrated its Class of 2022 Convocation ceremony at Manley Field House. The Department of Sport Management congratulates 97 Sport Management undergraduates, 38 Sport Analytics undergraduates, and seven Sport Venue and Event Management master's graduates who received their degrees as part of the Class of 2022.

Sport Analytics major **Mackenzie Mangos** served as a Falk College Marshal and delivered a speech at Convocation. Department Marshals were **Connor Howard** (Sport Management), **Samual Ayers** (Sport Analytics) and **Camryn DeLucie** (Sport Venue and Event Management).

The Department of Sport Management's traditional celebration of its graduates on Commencement weekend continued this year with more than 200 parents, family members, friends, faculty and staff gathering in Falk College on May 13 to celebrate the accomplishments of the Sport Management and Sport Analytics undergraduates and Sport Venue and Event Management master's students.

Forty-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: **Benjamin Allen, Luke Adelstein, Samual Ayers, Evan Baum, Christian Buonadonna, Devan Dachisen, Josh Danzig, Matthew Davis, Ryan Dilts, Drew DiSanto, Caitlin Donoghue, Brian Drew, Rachel Duke, Jakob**

Fox, Colin Hardy, Justin Harrington, Connor Howard, Kevin Ivers, Dylan Kelly, Sean Kenney, Preston Klaus, Hannah Kuo, Jared LaVigueur, Yueyang Li, Zichen Lu, Mackenzie Mangos, Connor Meissner, Margaret Monzo, Joao Murray, Daniel Nagle, Michael O'Connor, Danielle Parr, Lucas Prestamo, Harrison Rayhill, Dominic Samangy, Kira Sebastianelli, Cooper Shawver, Ryan Song, Quinn Spangler, Jenna Tivnan, Seth Warner and David Zukowski.

Five Sport Analytics seniors were named Falk College Scholars: **Drew DiSanto, Preston Klaus, Mackenzie Mangos, Dominic Samangy and Cooper Shawver.**

Here is a list of the senior awards:

- Academic Excellence Award: **Jenna Tivnan**
- Director's Award: **Margaret Monzo**
- Director's Award for Academic Promise: **Joseph Eovaldi**
- Jason Morales Perseverance in Sports and Life Award: **Danielle Parr**
- Kate Velej Civic Engagement and Social Responsibility Award: **Jakob Fox**
- Matt Brodsky Philanthropic Excellence Award: **Luca Giacobbe**
- Professional Engagement Award: **Devan Dachisen**
- VIP Award: **Joao Paulo Murray**
- Patrick T. Ryan Sport Management Technology Award: **Rachel Duke**
- Outstanding Graduate Student Award: **Hannah Gigliotti**

Sport Analytics:

- Academic Excellence Award: **Preston Klaus**
- Academic Excellence Award: **Jared LaVigueur**
- Director's Award for Academic Promise: **Kevin Ivers**
- Director's Award for Academic Promise: **Michael O'Connor**
- Game Changer Award: **Mackenzie Mangos**
- Research Excellence Award: **Daniel Nagle**
- Research Excellence Award: **Dominic Samangy**
- Research Excellence Award: **Quinn Spangler**
- VIP Award: **Samual Ayers**

Also, the M.S. in Sport Venue and Event Management program concluded its 10th year. (See page 5.)

Visit Sport Management's online resources

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

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

Sport Venue and Event Management Master's program graduates its 10th class

The Department of Sport Management's master's program in Sport Venue and Event Management (SVEM) welcomed its 10th class of graduate students to campus in July 2021. The program comprises 36 credit hours of intensive classroom learning, skill development and experiential opportunities in settings like SU's Dome.

The 2021-22 cohort included seven students, with a diverse mix of educational backgrounds and from a variety of geographic locations. Students worked toward completing their practicum work in Fall 2021, Summer 2022 and will continue in Fall 2022.

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 2022 semester, students worked with associate professor Dr. Gina Pauline in the advanced event management course to plan a charity event to benefit Tackle ALS, an organization dedicated to finding a cure for Amyotrophic Lateral Sclerosis (ALS), commonly known as Lou Gehrig's disease. (See Page 18)

Students in the first 10 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's Dome, Syracuse University's Barnes Center, Met Life Stadium, Boston Celtics, Boise State University, Towson University Athletics, Nike China, and Tulsa Sports Commission, among others.

The 11th SVEM graduate class began in July 2022. 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.



Sport Venue and Event Management master's students visited with executives from the Syracuse Mets and the Lakeview Amphitheater to learn about facility management.

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

Fall 2021

Drew Hurley, Allegiant Stadium and Washington Nationals
Kayla Scognamillo, Make-a-Wish Foundation Southern Florida
Yuqi Liu, Syracuse University Dome Operations
Kaci Wright, CNC Group/FANzSpeakOut
Joshua Moshier, University of Denver Athletics
Guzal Yusupova, Sportime
Maureen Lavallee, Ohio State University Athletics

Spring 2022

Julian Santiago, Syracuse University Recreation Services
Camryn Delucie, Syracuse University Athletic Operations
Oluwatobiloba Joshuasville, Syracuse University Athletic Operations
Daniel Hewitt, Addition Financial Arena/Oak View Group

Summer 2022

Camryn Delucie, Baltimore Ravens
Hannah Gigliotti, Towson University Athletics
Taylor Tsatsis, Wagner College Athletics
Julian Santiago, Prodigy Racing
Naje Murray, Athletic Unlimited/AUX Softball
Chris Szlamczynski, Syracuse University Athletics



Camryn Delucie, Oluwatobiloba Joshuasville and Taylor Tsatsis (from left) are shown at the 2022 Falk College Convocation.

Welcome Class of 2026 undergraduates

Sport Analytics

Arizona
California
Connecticut
Illinois
Kansas
Massachusetts
Maryland
Michigan
Montana
New Jersey
Nevada

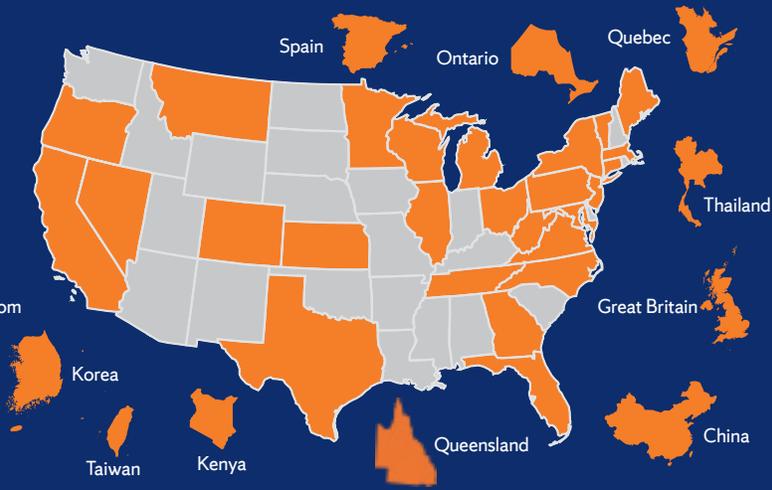
New York
Ohio
Oregon
Pennsylvania
Quebec
Tennessee
Texas
Virginia
Vermont
Wisconsin

Sport Management

Arizona
California
China
Colorado
Connecticut
Washington, DC
Delaware
Florida
Georgia
Illinois
Kenya

Korea
Massachusetts
Maryland
Maine
Minnesota
North Carolina
New Jersey
New York
Ontario
Oregon
Pennsylvania

Queensland
Spain
Taiwan
Texas
United Kingdom
Virginia
Wisconsin



Congratulations to the following students for achieving an overall cumulative GPA of 3.4 or higher, as of the end of the 2021-2022 academic year:

Sport Management

CLASS OF 2022

Luke Adelstein
Finnian Bendana
Ian Benepe
Christian Buonadonna
Charles Burns
Megan Carney
Ryan Charles
Devan Dachisen
Matthew Davis
Ryan Dilts
Dara Doft
Caitlin Donoghue
Caroline Dorfman
Rachel Duke
Ava Eckhoff
Joshua Eimbinder
Jacob Erman
Daniel Fitzpatrick
Joao Murray
Jakob Fox
Spencer Frybergh
Anna Genter
Luca Giacobbe
Dylan Goldberg
Gabriel Herz
Connor Howard
Dylan Kelly
Victoria Kelly
John Kindig
Peri Lamkin
Zachary Leichtman
Yueyang Li
Andrew Licciardi
John Lichtenstein
Yueqi Liu
Zichen Lu
Margaret Monzo
Zhishan Ni
Danielle Parr
Jared Pastore
Lucas Prestamo
Brianna Quinlan
Noah Radic
Harrison Rayhill
Bryan Schwab
Kira Sebastianelli
Marie Sommer
Emery Swanson
Jenna Tivnan

CLASS OF 2023

Michael Altschul
James Beck
Samuel Borg
Corey Bruno
Alexander Chillemi
Ethan Cohen
Maeva Collatos
Stephanie Deangelis
Geoffrey Desharnais
Juliana DiCenso
Kevin Donoghue
Rahul Dua
Jordan Edelstein
Jake Fienberg
Lee Gerstman
Alex Guo
Logan Harris
Nyah Jones
Melanie Kelly
Andrew Leconte
Juliano Macera
John McClatchy
John Minsky
Chloe Moss
Emerson Murphy
Christopher Onorato
Benjamin Paglia
Alexandra Panaggio
Jeremiah Parrott
Zachary Paskal
Faith Porter
Killian Quirk
Sydney Rosenbaum
Anthony Ruggiero
Andrew Schiffer
Maxwell Schobel
Megan Sheehan
Ethan Shifman
Blake Taub
Anna Theodosopoulos
Connor Toomey
William Tucker
Haley Uliasz
Noah Wagner
Cooper Walner

CLASS OF 2024

Jonah Aaron
Jared Aaronson
Harsh Agrawal
Kambel Beacom
Josephine Belcher
Nina Bilotti
Tobias Chalk
Yihui Chen

Tyler Cohen
Ethan Corbett
Sebastian Delangle
Tracey Edson
Elizabeth Ellis
Noah Eustis
Chuqi Fang
Alessandro Ferrari
Carrubba
Makena Fidler
Jordan Fritz
Jacob Geisinger
Carly Goldblatt
Jonathan Goldstein
Alexander Grossman
Ethan Harrison
Ethan Hetu
Xinyue Huang
Madeline Huzjak
Christian Kachadourian
Benjamin Kaplan
Jacob Kasdan
Sydney Kossoy
Quinn Kreller
Carter Lewis
Yasseen Lotfi
Sean Madden
Steven Maffiore
Alexander Mendel
Margo Noble
Aksel Odmark
Sydney Orszulak
Jacob Palczak
Anthony Palucci
Cami Pasqualoni
Kyla Pearlman
Elena Randolph
Landon Richardson
Allison Rosen
Zachary Roth
Eli Samuels
Aidan Sher
Zhengyu Tang
Philip Tepper
Sarah Thompson
Daniel Todd
Sydney Topper
Elizabeth Vogt
Cameron Wakai

CLASS OF 2025

Camila Malda
Nolan Anson
Jared August
Sam Beldock
Andrew Benson

Elizabeth Carruthers
Seth Cohen
Nicholas DeMaio
Ian Donella
Benjamin Friedman
Huzhe Gao
Brandon Gilbert
Griffin Goldberg
William Gordon
Jackson Gutfreund
Jack Hitter
Emma Isaacson
Matthew Kahan
Jordan Kupersmith
Leo Lau
Ben Lichtenstein
Joseph MacDougall
Frank Marciano
Matthew Markowitz
Andres Mendoza
Marni Nirenberg
Cameron Polesuk
Brody Pontarelli
Luke Profaci
Christopher Robinson
Kirstyn Schechter
Alan Schneider
Sawyer Shalit
Charlotte Sheehan
Zachary Siegel
Arnold Spilman
Griffin Stark
Tynan Weathers
Shengyun Zhou

Sport Analytics

CLASS OF 2022

Benjamin Allen
Samual Ayers
Evan Baum
Joe Chen
Joshua Danzig
Drew Disanto
Brian Drew
Dante Giugliano
Colin Hardy
Justin Harrington
Liam Hogan
Kevin Ivers
Sean Kenney
Preston Klaus
Jared Lavigueur
Mackenzie Mangos
Brendan McKeown
Connor Meissner

Drake Mills
Daniel Nagle
Michael O'Connor
Dean Preston
Hughston Preston
Dominic Samangy
Chase Seibold
Cooper Shawver
Ryan Song
Quinn Spangler
Christopher Thomas
Andrew Todd
Ward Walton
Seth Warner
David Zukowski

CLASS OF 2023

Ian Archer
Sam Auerbach
Jackson Beers
Daniel Beim
Mitchell Bereznay
Alexander Borelli
Daniel Brockett
Elijah Buto
Xinliang Chen
Samuel Crampton
Kylie Dedrick
Nicholas Devita
Philip Frank
Sam Gellman
Matthew Gennaro
Corey Goldman
Shane Halpin
Jackson Hecker
Christopher Jones
Nathaniel Mahoney
Eli Miller
Austin Murphy
Zachary Palfey
Matthew Penn
Seth Quinn
Jeremy Rosenbaum
Brenden Slomka
Matthew Tan
Benjamin Wachtel

CLASS OF 2024

Thomas Armstrong
Sean Boland
Tyler Bolebruch
Nicholas Catalano
Robert Craig III
Eric Ducret
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
Collin Keiss
Peter Kucharczuk
Mark Kyranakis
Nicholas Lukowsky
Ryan O'Connell
Alexander Oppel
Dylan Phillips
Jacob Robinson
Quinn Robnett
Marissa Schneider
Robert Schnoor
Connor Shanahan
Hayden Wasserman
Zachary Wood
Yihang Xu

CLASS OF 2025

Isabel Alfonso
Nathan Backman
Jacob Balek
Jackson Bayuk
Michael Bellina
George Cave III
Charles Craig
Piper Evans
Robert Frahm Jr
Hunter Geise
David Gold
Caleb Heller
John Hepp
Benjamin Jennings
Hunter Kuchenbaur
Matthew Liddell
Ian MacMiller
Jarrett Markman
Anna Pierce
Nolan Pittman
Aaron Rofe
Ryan Severe
Zachary Van Arsdale
Evan Vassilovski
Robert White
Samuel Woolf

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 process 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 man-

agement, collegiate athletics, communications, law, community relations, and more.

Listed below are Sport Management students and the organizations where they completed their senior Capstone in 2021-2022. 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 the Sport Management internship placement coordinators.



FALL 2021

Luke Adelstein
Syracuse University
Athletics - Football
Operations

Nikolas Armstrong
Nike

Ethan Barnowitz
Lafayette College Athletics

Finnian Bendana
Greater New Orleans
Sports Foundation

Ian Benepe
Syracuse University
Athletics - Marketing

Christian Buonadonna
Tackle What's Next

Charles Burns
Syracuse University
Athletics - Marketing

Richie Clark
Sports Sponsorships and
Events Consulting (SSEC)

Nicholas Costanzo
Syracuse Mets

Devan Dachisen
Queensboro FC

M. Connor Davis
Bowl Season

Caitlin Donoghue
Nashville Predators

Caroline Dorfman
Thuzio

Ava Eckhoff
Mississippi State University
Athletics - Football

Whitaker Ellis
PGA of Central New York

Jacob Erman
Oort

Matthew Feldman
C4 Live

Daniel Fitzpatrick
Syracuse University
Athletics - Student Services

Spencer Frybergh
The Montag Group

Brandon Grant
Le Moyne Athletics

Charles Guenther
FanHub, by Genius Sports

Zachary Leichtman
Nashville FC

John Lichtenstein
Sports Info Solutions

Jack Lovalvo
Detroit Pistons

Christian Owens
Kligerman Sport

Matthew Pegula
WME

Lucas Prestamo
Athelo Group

Jamie Rosh
Hashtag Sports

Eli Rothschild
Athelo Group

Bryan Schwab
Bowl Season

Elizabeth Snyder
Houston Astros Golf
Foundation

Emery Swanson
Le Moyne Athletics

Jordan Wolfson
CollectibleXchange

SPRING 2022

Benny Bochner
C4 Live Events / XPR
Augusta

Adam Carter
Syracuse University
Athletics - Football
Recruiting

Ryan Charles
Bowl Season

Aaron Cohen
NCAA

Jesse Davis
Wasserman

Ryan Dilts
Lehigh University Athletics
Department

Alec Dougherty
Le Moyne Athletics

Robert Duggan
Zito Partners/IPZ

Rachel Duke
Southern Texas PGA

Joshua Eimbinder
ESQ Agency

Zachary Epstein
ISlide

Jared Foster
7x Media

Jakob Fox
Athelo Group

Eric Gatewood
Cayuga Community
College

Anna Genter
Pittsburgh Penguins

Luca Giacobbe
The Montag Group

Johan Griffiths
Queensboro FC

Aaron Hackett
Vance Performance

David Heiman
Talent Resources

Connor Howard
NASCAR

Victoria Kelly
Viral Nation Sports

Benjamin Lehrberger
Syracuse Mets

Andrew Licciardi
NASCAR

Zichen Lu
Queensboro FC

Josh Love
Tackle What's Next

Casey Millar
Greater New Orleans
Sports Foundation

Blake Miller
Utah Jazz

Megan Monzo
TPC Sawgrass

Luke Overdyk
Syracuse University - ACC
Sustainability Management

Danielle Parr
Grit Player Services

Jared Pastore
Villanova Athletics
Department

Kevin Perry
Point3 Basketball

Noah Radic
Rookie Road

Harrison Rayhill
SQWAD

Adam Schwartz
Evolution Media

Kira Sebastianelli
Baltimore Orioles

Brandon Silva
BettorFantasy

Daniel Sterns
Point3 Basketball

Gordon Taubenfeld
Nashville Predators

Griffin Tiriolo
CNY PGA

Jenna Tivnan
Zoomph

Chase Vassel
California State University
Athletic Department

Diamantis Vergos
Excel Sports Management

Phillip Walz
Radegen Sports
Management

Cade Williams
Greater New Orleans
Sports Foundation

SUMMER 2022

Buddy Boenheim
Roc Nation

Megan Carney
Adrenaline Lacrosse

Maeva Collatos
ROKU

Matthew Conway
Dedham Country and
Polo Club

Zachary Crow
Ripken Baseball

Dara Doft
Philadelphia Flyers

Joseph Eovaldi
Wasserman

Joseph Girard III
Drumlins Golf Course

Dylan Goldberg
Wish You Were Here
Productions

Nicholas Hapney
SharpRank

Zachary Heywood
SponsorUnited

Peri Lamkin
Roc Nation

Joao Murray
IPZ

Zhishan Ni
CNY PGA

Luke Purnell
CelebExperts

Anthony Queeley
The Players Trunk

Brianne Quinlan
Navigate (NVGT)

Jake Ruben
SRX Racing

Anthony Ruggiero
American Junior Golf
Association

Joseph Simon
Talent Resources Sports

Marie Sommer
Syracuse University
Athletics - Communications

Bolun Sun
Sportfive, Asia

Warren Yermack
New York Yankees

Yueyang Li
Le Moyne Athletics

Capstone

Full speed ahead at NASCAR Capstone

By Connor Howard
SPM '22

During the Spring 2022 semester, I was privileged to complete my senior Capstone with NASCAR in Daytona Beach, Florida.

My work was within NASCAR's Southeast Region, which oversees all events at Daytona International Speedway, Talladega Superspeedway, and Homestead-Miami Speedway. Events included the Daytona 500; Geico 500; "BEEF. It's What's For Dinner. 300;" Rolex 24; Bike Week; and AMA Supercross Championship.

Working as a client services intern, I managed my own book of business, servicing partnerships and corporate hospitality. Activating some of the races' largest partnerships, I fulfilled orders for all



assets, managed signage, and provided solutions to problems that arose. I also assisted with prospecting, grassroots marketing, and executing fan experiences.

I learned how partnerships are executed from start to finish, how to manage partners and how to create an enjoyable guest experience for fans. I am proud of my work, which saw success in the forms of retaining partners and executing

memorable fan experiences for sold-out races.

I am extremely thankful to have completed my Capstone with NASCAR, as it allowed me to gain real-world experience and learn more about the industry. This experience allowed me to transition into a full-time role with NASCAR's Partnership Strategy Department.

From Bowl Season Capstone to WWE job

By Ryan Charles
SPM '22

I was privileged to work remotely as a sponsorship and marketing intern for Bowl Season during the Spring 2022 semester. Bowl Season is the overarching brand of college football's postseason, including 44 bowl games and the College Football Playoff.

I worked closely with the Director of Sponsorships, John Egan, with a goal of prospecting, selling and activating Bowl Season's sponsorships. A lot of my time was spent in client-facing work, where I researched and contacted prospective companies in an effort to bring in sponsorship revenue. I also created sales decks, attended sales calls, wrote contracts, and brought client activations to life.

The highlight of my Capstone was planning and attending Bowl Season's Annual Meet-



ing, which drew more than 200 people and featured a 54-booth tradeshow. I played a vital role in the coordination of the tradeshow with sponsors, and the execution of various on-site activations.

I learned a lot during my Capstone, such as the value of time management and the importance of being organized. My biggest lesson was in professionalism. Within my first two months at Bowl Season, I was meet-

ing with and emailing upper-level management executives. I had to learn how to conduct myself in that environment as I strive to be on that level one day in my career.

I'm proud to say that my hard work at Bowl Season and Syracuse University helped me land a full-time position as a Partnership Marketing Coordinator at WWE (World Wrestling Entertainment).

Senior lands dream job with PGA Tour

By Megan Monzo
SPM '22

I completed my Senior Capstone with the PGA Tour at TPC Sawgrass during the Spring 2022 semester.

TPC Sawgrass is home to the PLAYERS Championship and is located in beautiful Ponte Vedra Beach, Florida. I served as an intern with numerous departments throughout the duration of my Capstone and worked in multiple areas, including merchandise, membership, marketing, social media and PGA Junior League.

During the PLAYERS Championship, I worked in the main fan shop and ran the TPC Sawgrass Instagram. It was quite the experience and one I will never forget. I also worked at the Tim Tebow Charity Golf Classic and marketed the PGA Tour through national campaigns. I am fortunate to work in an environment where I am



constantly on the go and meeting notable people from around the world.

Every day working for TPC Sawgrass feels like Disney World! It's exciting, fast-paced and challenging all at the same time. I am proud that my Capstone experience led to a full-time role with the PGA Tour at TPC Sawgrass as a Membership Services Specialist. My main responsibilities are to run the social media, create advertisements

and campaigns for TPC Sawgrass for regional and national audiences, work with members and coach the PGA Junior League. I can't believe I am working my dream job right after graduation.

I am thankful that Syracuse University's Department of Sport Management prepared me for this role and I look forward to interacting with Sport Management students who will be searching for a Capstone in the future.

Virtual Thuzio experience builds network

By Caroline Dorfman
SPM '22

During my Fall 2021 semester, I completed my senior Capstone experience virtually with Thuzio as an events intern. As a premium influencer events and experiences company, Thuzio provides access to the greatest stories in sports, entertainment, culinary, and business with exclusive interviews with the legends who lived them.

As an events intern, I completed a plethora of tasks to strengthen Thuzio's events, including virtual and live event production, talent sourcing and contracting, media database management and so much more. A highlight of my Capstone experience was receiving an event scope from a client, and building proposal decks based on their request. These proposal decks contained



various venue options, including price, capacity, location, availability, and a description of the experience. I loved being able to see the client's vision and bringing it to life for them.

I also was fortunate to learn the production side of Thuzio's Member Events. I had a goal to attend as many Thuzio events as possible, wanting to contribute to and experience as much of the Thuzio product as I could. These events

included Thomas Jones, Kirk Herbstreit Book Event, Chef Eduardo Garcia, Guy Fieri, ByHeart Feed Fest, Leland Melvin, Keren Elazari, and Amanda Freitag.

I will be forever grateful for my time at Thuzio as it helped me grow personally and professionally, while gaining real-world industry experience to build my network within the sports industry, and showcase my passion for events.

Senior Capstone

STUDENTS

SPM Club raises \$45,000 at 17th Charity Auction



Charity Sports Auction co-chairs (from left) Luca Giacobbe '22, Jakob Fox '22 and Megan Monzo '22 pose with Otto the Orange at the 2021 Auction.

The Sport Management Club at Syracuse University raised \$45,000 for the Jim and Juli Boeheim Foundation as a result of its 17th Annual Charity Sports Auction.

During the Syracuse men's basketball game on November 20, 2021, supporters placed bids on various items including sports memorabilia, electronics, jewelry, gift baskets, trips, and tickets to major sporting events. In addition to the in-person event, an online auc-

tion was held November 20-27, where online supporters placed bids on hundreds of items.

The Jim and Juli Boeheim Foundation strives to enrich the lives of kids in need within the Central New York community, as well as provide support for eliminating cancer through research and advocacy.

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 \$613,000 for local charities. Previous beneficiaries of the club's annual charity auction include Boys & Girls Clubs, Golisano Children's Hospital, the Ronald McDonald House Charities of CNY, the Central New York SPCA, the Upstate Cancer Center, Special Olympics New York, Food Bank of CNY, the Salvation Army, Rescue Mission Alliance, American Diabetes Association, Make A Wish CNY, Meals on Wheels, 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 serves as the organization's faculty advisor. "The countless hours of dedication by these students to ensure that the proceeds from our charity auction would benefit our community via the Boeheim Foundation is extremely gratifying."

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

A letter from the SPM Club president

By Blake Taub, SPM '23

SPM Club President

Another year of Sport Management Club is in the books, and a successful and exciting year it was! Through a hybrid format and with guidance from professors and club co-advisors Michael Veley and Dr. Jeremy Losak, our Executive Board planned engaging guest speaker panels, created interactive activities and continued to use sport as a vehicle to provide support to the Central New York community.

Our club prides itself on our philanthropic work and serving those in need in the Central New York Community. The 2021 Charity Sports Auction presented new challenges, as it was the first auction that simultaneously included both in-person and online components. Co-chairs Luca Giacobbe, Jakob Fox and Megan Monzo led the way, making the new Club members feel welcome and helping to raise \$45,000 for the Jim and Juli Boeheim Foundation.

Highlights from the 2021-22 academic year included a Sport for Change NHL panel, a Sport for Change boxing dialogue, a conversation with employees and retired players from the NFL, and a case study with ESPN's College Football Marketing Division. The Club hosted Jerrell Price, Director of Partnerships at the Ross Initiative in Sports for Equality, and Matt Teague, Content Coordinator for the Maple Leaf Sports &



Entertainment Foundation, via Zoom in November 2021 for "A Conversation on the Social Impact of Sports." The virtual event focused on the social impact of sports, as well as career opportunities in the non-profit space.

During the year, we hosted trivia and Jeopardy nights and organized club outings to Syracuse Mets baseball games. These activities are a perfect way for members to meet one another and to bond as a team.

Several members who served on the Executive Board in Fall 2021 were on Capstone or Abroad for the Spring 2022 semester. The Club thanks Megan Monzo, Max Schobel, Alex Guo, Megan Sheehan and Drew Schiffer for their hard work and commitment during their terms.

I am looking forward to my final semester as President of the SPM Club in Fall 2022. It has been a privilege to lead this Club, and along with Executive Board members Kyla Pearlman, Doug Camp, Philip Tepper, Alessandro Ferrari and Sydney Orszulak, we are excited to continue the momentum and to grow upon the club's past accomplishments. We are honored to connect with students in our program and beyond, to collaborate in making a positive impact on the Syracuse University community.

Sport Professionals of Color Club ramps up programming

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.

Over the course of the 2021-22 academic year, the club held workshops for their members on resumes, cover letters and job searching. They also welcomed several guest speakers, including Nico Ali Walsh, a professional wrestler and the grandson of the late Muhammad Ali; and Lou Alexander, a former Syracuse and professional football player who is now a motivational speaker. Also, in collaboration with the National Association of Black Journalists at Syracuse (NABJ), the Sport Professionals of Color Club welcomed A. Sher-



Sport Professionals of Color members Rachel Duke, Courtland Dawson, Elena Randolph, Tynan Weathers, Christian Buonadonna and Andres Mendoza (from left) are shown during the Fall 2021 semester after a club meeting in Falk College.

rod Blakely and Chris Williamson for Black History Month to speak about the black experience working in sport media. Both men are SU alumni.

In the Fall 2021 semester, the Club co-hosted "A Conversation on Mental Health and Sports" that featured a panel discussion on the impact of mental health on athletes of color.

Falk College benefactor David Falk virtually joined the Club in Fall 2021 to discuss his career in the sport industry, working with NBA players, and specifically how he guided young Black athletes to make positive decisions to elevate their careers. Club members created a 10-team fantasy

basketball league to participate in and debate current NBA news.

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" as well as hosting a Madison Square Garden internship panel. Committees are working to help the club grow its membership and campus presence.

ACC honors student-athletes

Eighteen Syracuse University Department of Sport Management student-athletes were named to the Atlantic Coast Conference (ACC) Honor Roll for the 2021-22 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:

Colby Barker, football
Kambel Beacom, ice hockey
Jackson Boenheim, basketball
Megan Carney, lacrosse
Joseph Eovaldi, track and field

Makena Fidler, softball
Joseph Girard III, basketball
Nicholas Hapney, lacrosse
Frank Anselem Ibe, basketball
Evan Johnston, lacrosse

Naje Murray, basketball
Oluwaseun Oyegunle, soccer
Kirstyn Schechter, track and field
Marie Sommer, field hockey
Samantha Swart, lacrosse

Sarah Thompson, ice hockey
Jenna Tivnan, soccer
Connor Toomey, rowing
Haley Uliasz, rowing
Elizabeth Vogt, rowing

Falk College Peer Ambassadors

The following Sport Management and Sport Analytics students served as Falk College Peer Ambassadors in 2021-22: **Max Alvir, Alessandro Ferrari Carrubba, Justy Curruthers, Tracey Edson, Alison Gilmore, Colin Hardy, Alyssa Helland, Connor Howard, Preston Klaus, Aidan Levin, Mackenzie Mangos, Alex Mendel, Chris Onorato, Danielle Parr, Zach Paskal, Brianne Quinlan, Eli Samuels, Zach Siegel, Anna Theodosopoulos, Sydney Topper** and **Seth Warner**.

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

Support 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 speakers 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.

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 2021-22 academic year, five students were honored with this award: **Aaron Hackett**, who interned with Vance Performance in Spring 2022; **Connor Howard**, who interned with NASCAR in Spring 2022; **Andrew Licciardi**, who interned with NASCAR in Spring 2022; **Chase Vassel**, who interned with California State University Athletic Department in Spring 2022; and **Cade Williams**, who interned with Greater New Orleans Sports Foundation in Spring 2022. Each received \$500.

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



Aaron Hackett



Cade Williams



Chase Vassel



Connor Howard (left) and Andrew Licciardi

In Summer 2022, four students earned the scholarship: **Joey Eovaldi**, **Peri Lamkin**, **Zhishan Ni** and **Warren Yermack**.

In Spring 2022, six students earned the scholarships: **Rachel Duke**, **Luca Giacobbe**, **Margaret Monzo**, **Danielle Parr**, **Daniel Sterns** and **Gordon Taubefeld**.

In Fall 2021, five students earned the scholarships: **Devan Dachisen**, **Caitlin Donoghue**, **Ava Eckhoff**, **Jack Lovalvo** and **Lucas Prestamo**.

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.

Fifteen students were awarded scholarships for their 2022 summer internships: **Mitch Berezney**, **Harrison Bieber**, **Yihui Chen**, **Robert Craig III**, **Stephanie DeAngelis**, **Tracey Edson**, **Nolan Hammond**, **Jason Horne**, **Peter Kucharczuk**, **Jared LaVigueur**, **Sydney Orszulak**, **Brenden Slomka**, **Matthew Tan**, **Aidan Wahlert** and **Liana Wong-Wright**.

For more information about the funds, contact Sport Management internship coordinator Kailyn Jennings at kmjennin@syr.edu or 315-443-0594.

STUDENT LEARNING FUND

Fifteen Sport Management seniors were awarded scholarships from the Sport Management Student Learning Fund during the 2021-22 academic year. Each received \$500 to \$1000.

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.

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 department events.

Highlights from the Spring 2022 semester include meeting Michelle Kajiwara, senior vice



president of the WIST's fellowship program, and held a networking dinner with Syracuse University Executive Senior Associate Athletics Director Sue Edson and the Syracuse Athletics staff.

During the Fall 2021 semester, the Club welcomed numerous guest speakers, who shared their industry experience and expertise, including Melissa Duhaime (PepsiCo), Tracy DeForge (The Players Impact), and Jillian Barry (Rookie Road). WISE members also held a networking workshop, volunteered at the annual Ms. Orange Fan Luncheon and took a yoga class at SU's

Barnes Center to foster team building.

Past WISE events include pairing with the University of Pittsburgh's WISE Chapter to host a webinar titled "The Women Behind Pro and Collegiate Basketball," and partnering with Syracuse University women's basketball for a "Professional Women of Syracuse" event on campus 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 future networking trips and events; and welcomes numerous guest speakers to campus or virtually.

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

The club officers for Spring 2022 were Sydney Topper, president; Paula Ostrowska, vice president; Emma Isaacson, treasurer; Sarah Pivawer, secretary; Allyssa Helland, communications chair; and Sydney Orszulak, fundraising and community outreach chair. These students will continue in these roles in Fall 2022.

The WISE Club includes women from all majors on campus interested in pursuing careers in sports and events. They meet weekly during the academic year.



president of premium seating sales at AEG's Crypto.com Arena; Suzanne Abair, co-owner and chief executive officer of the WNBA's Atlanta Dream; and Morgan Shaw Parker, president and chief operating officer of the Atlanta Dream. WISE members also met with SU's WiST (Women in Sport Tech) chapter to



Three Syracuse University Sport Management students were selected to attend the 2022 National Collegiate Sport Sales Conference and Competition in Atlanta in February 2022. Jacob Erman '22, Warren Yermack '23 and Ian Benepe '22 earned their spots through virtual qualifying in Fall 2021. More than 180 students began the qualifying. Sixty-four students qualified to attend the Atlanta event in person. Benepe finished 13th, while Erman's and Benepe's combined scores put SU in the Sweet 16. Yermack finished second in the speed-selling round. Benepe received five job offers from the event and accepted a sales job with the New York Mets. Erman was also offered a job, from his Capstone (AtScale) when the company saw he attended the conference. Yermack was able to network and interview for placements for his senior Capstone. The students were accompanied on the trip by Sport Management assistant teaching professor David Meluni.

Ready for the Majors

Sport analytics senior leads the way for women in the field and catches dream job with the New York Yankees

When it came to making the most of her Syracuse University education, Mackenzie Mangos '22 knocked it out of the ballpark. Mangos, a sport analytics major in the Falk College of Sport and Human Dynamics, took full advantage of the program's opportunities, focused on her goal of working in Major League Baseball and scored her dream job.

After graduation, she joined the New York Yankees as a quantitative analysis associate in the baseball operations department. What more could a devout Yankees fan ask for—especially one from a Bronx Bombers-loving family with a dog named Jeter? "I figured I'd work for some business or consultant before even getting a job in baseball—let alone in player analytics with the Yankees," she says. "It worked out great!"

When Mangos reported to Yankee Stadium, she was ready for action. She fulfilled her graduation requirements in three years, completed minors in economics and information management and technology to complement her major, participated in baseball case competitions and prominent internships and published research. She was also named a 2022 Falk College class marshal, a role in which she delivered a speech at the college's Convocation and led Falk graduates at Commencement. In bringing together her passions for sports and statistics, Mangos carved out a path that can serve as a model for other young women in the male-dominated, multibillion-dollar industry.

One of three female sport analytics majors when she joined the program, she founded the student organization Sport Analytics Women (SAW) in fall 2020 to bring together female students with shared interests and increase opportunities for research projects and professional development.

"Mackenzie's impact on our program and the University will be felt for years after she graduates," says Jeremy Losak '16, assistant professor of sport management. "She has been a champion for women in sports and sport analytics."

As SAW president, Mangos grew the club's membership from five to about 20 members and says the role was influential in her personal development. "The Sport Analytics Women club helped me grow tremendously in terms of communicating with different audiences and being confident in front of a big group of people," she says. "It's been very rewarding to see the club really take off."



Mackenzie Mangos '22 is founder of the Sport Analytics Women club at Syracuse University. She joined the New York Yankees as a quantitative analysis associate after graduation.

"I knew that the combination of my passion for sports and math would make for a really cool career. When I came across the sport analytics program at Syracuse, there was no doubt that's what I wanted to do and where I wanted to be."

Among her accolades, Mangos was selected as a Berlin Scholar, an honor that awards a stipend, research experience with a faculty mentor, and other benefits to outstanding seniors in sport analytics. She served as a teaching assistant for Falk's Berlin Sport Analytics Academy in Summer 2021, leading activities for high school students interested in sport analytics. She also worked as a research assistant for Losak and valued his mentoring and collaborating with him on projects, including one that examines the impact of college conference TV networks on fan attendance at football and basketball games. The first part of their research, which focused on football, was published in the *Journal of Economics and Finance*.

"Mackenzie has been an integral part of my research team, leading data collection efforts and preparing presentation-quality visualizations," he says. "She is a trailblazer in the sport analytics space and a future professional superstar. Her upcoming role with the New York Yankees is just the beginning."

Becoming Orange

Mangos was a three-sport athlete in high school in Williamson, New York, captaining the varsity soccer, basketball and softball teams. Softball was her favorite and, as a catcher, she worked with a pitcher who threw 10 different pitches, a challenging assignment that led her to think about pitching patterns and batters' history. "I knew that the combination of my passion for sports and math would make for a really cool career," she says. "When I came across the sport analytics program at Syracuse, there was no doubt that's what I wanted to do and where I wanted to be."

Good call. Once on campus, Mangos followed her game plan. She joined the Baseball Statistics and Sabermetrics Club and participated with fellow Syracuse students in Society for American Baseball Research (SABR) Diamond Dollars Case Competitions, which challenge college teams to evaluate baseball operations' issues, dive into data and offer solutions in a week's time.

Along with mastering the intricacies of statistical computing, data visualization and managing databases, Mangos benefited from notable internship experiences. She was selected for the NBA's Future Analytics Stars Program, which featured mentoring, networking and professional development, a group project and a workshop focused on the league's player and business analytics. She also received a Women in Sports Tech Inc. fellowship that placed her as a business intelligence intern with KORE Software last summer.

Mangos held a work-study job in the Falk admissions office, and served as a Falk Ambassador providing prospective students with information and as a peer advisor who helps incoming students adjust to college life.

As graduation approached, Mangos wrapped up her year-long senior thesis project. The topic has taken her back to her catcher days: She crunched data on whether home-plate umpires from one season to the next develop a bias against catchers who've previously influenced them with their mastery of pitch framing—positioning their mitts in certain spots to deceptively earn strike calls.

Then by the end of May, it was on to Yankee Stadium, where Mangos will put her love of the game and analytics skills to work. "It still feels pretty surreal," she says.

—Written by Jay Cox, Syracuse University Magazine

Club cherishes practical sales experience

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

In the Spring 2022 semester, the club held a resume workshop with Matthew Kilduff from Paycom and a sales workshop with Abby Higgins of the New York Mets. Also, an in-person Sales Combine was held for students in partnership with the New York Mets and the Syracuse Mets, who each provided the students with sales tips, and gave an outlook on the Mets organization as a whole. Club members also heard from executives of the AHL's Syracuse Crunch and Learfield Amplify, who talked about their companies and shared their experiences.

Among the guest speakers for 2021-22 were Mark Hayes (Syracuse Crunch), Lamar Phillips (Boston Bruins), Justin Brown (Boston Celtics), Scott Hebert (Minnesota Timberwolves), Jordan Rabinowitz (New York Red Bulls), Brandon Evans (University of Houston), Courtney Perzan (St. Johns University), Laura Dama (Learfield Amplify), Barbara Jones (StayBilley), Jeremy Steinman (Ortho



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

Marketing), SPM alum Ben Norowski (New York RedBulls), Max Weisenbach (AHL), SPM alum Connor Monzo (New York Yankees) and Zach Younker (Milwaukee Bucks).

Highlights from the Fall 2021 semester included welcoming numerous guest speakers, hosting a sales training exercise with New York Mets sales managers and presenting a resume workshop.

The Sales Club meets weekly during the academic year. For more information, contact club advisor David Meluni at dmmeluni@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 to provide students an opportunity to learn more about these particular segments of the sport industry. The club's mission is to provide real-world experiences for students by taking part in projects as well as connecting with peers, faculty advisors, and industry professionals.

The Club hosts guest speakers, helps to market Falk College's student organizations and events via social media, and participates in marketing case study competitions. Club members provide training on MailChimp, Canva and other commonly used programs in the industry. They also offer podcasting and newsletter projects for students interested on the media side of sports.

Club officers for 2021-22 were president Alex Guo, executive vice president Maeve Collatos, vice president of programming Matthew Penn and vice president of administration Faith Porter. Philip Tepper will serve as president for the 2022-23 academic year.

The Sport Media and Marketing Club meets weekly during the academic year in Falk College. Students from all majors are welcome. Follow the Club's Instagram page at [SU.SMMCLUB](https://www.instagram.com/SU.SMMCLUB).

High schoolers test drive analytics at summer academy

More than 50 high school students enrolled in Syracuse University's Summer 2022 Berlin Sport Analytics Academy. The program, which returned to in-person in 2022, was offered in two sessions (July 5-15 and July 18-29) and provided students the opportunity to explore data's role in understanding and prioritizing information to maintain a competitive advantage in the sports industry.

Students were shown how analytics are used in a variety of sports, discussed major sport economic and analytics concepts such as the

Moneyball revolution and four-factor models, and learned skills in various applications that are used in Sport Analytics courses and in the sport industry.

The groups visited the National Baseball Hall of Fame, the Syracuse Crunch, and the Syracuse Mets.

Sport Analytics professors Dr. Shane Sanders, Dr. Justin Ehrlich, Dr. Jason Maddox and Dr. Jeremy Losak led the sessions, and were assisted by Sport Analytics graduates Seth Warner '22 and Connor Meissner '22.

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Experiencing Olympic history in Lake Placid

In February 2022, students in the Department of Sport Management (as part of their SPM 356 Olympic Sport Management class) traveled to Lake Placid, accompanied by SPM assistant professor Dr. Jamie Kim, professor emeritus Patrick Ryan and internship placement coordinator Lisa Liparulo. It was the department's 11th annual Winter Olympic Odyssey trip to Lake Placid.

The group visited the United States Olympic Training Center, where Olympic and Paralympic hopefuls were training. They heard from Mary Catherine Spinelli, of the Olympic Research Development Authority (ORDA), and Jon Lundin, of World University Games.

The group also visited the Olympic Center hockey arena, where the 1980 "miracle on ice" took place, and visited the 1932/1980 Winter Olympic Museum. They toured the Olympic Jumping Complex, where they took an elevator to the top of the 120-meter ski-jumping tower. Also, the students visited the Olympic Sports Complex, home to the bobsled, skeleton and luge tracks, and the biathlon range.

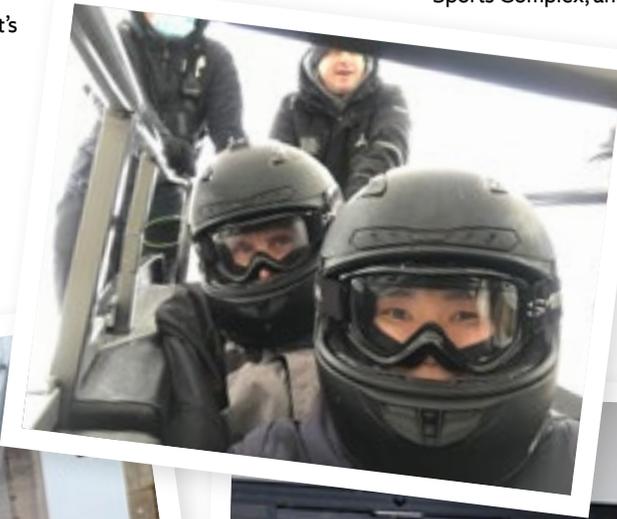
"The class trip to Lake Placid was one of the coolest experiences I have had at Syracuse University," said Sport Management major Colby Murphy '23. "There is so much Olympic history

that is only three hours away from us. Being able to visit this historic site and go on my first bobsledding ride was an unreal experience."

A highlight of the trip was taking a Bobsled ride at the Olympic Sports Complex, and visiting Mt. Van

Hoebenber.

"Witnessing the Olympic legacy in person and learning from Olympic experts is truly a valuable experience for the students outside of the classroom," Kim said.



STUDENTS

NIL sure to be a game-changing course

In Fall 2021, Sports Illustrated wrote: "The first thing to understand about NIL is that nobody fully understands NIL."

Syracuse University's Department of Sport Management is trying to change that by offering a course titled "Name, Image and Likeness."

The course was first taught in Fall 2021, and offered again in Spring 2022, taught both semesters by David Meluni, an assistant teaching professor in Falk College. It is believed to be the first undergraduate course of its kind in the country.

Meluni has more than 20 years of experience in collegiate athletics, first as a baseball player at Ithaca College and then by working in ticketing, marketing, sponsorship and digital roles at the collegiate level at Ithaca, Cornell, Florida State and Syracuse.

In 2021, a patchwork of states started passing laws mandating that college athletes

were allowed to profit off their images. After asking Congress to pass a uniform set of rules (it didn't), the NCAA threw up its hands and said that starting July 1, 2021, all athletes could benefit financially from their name, image and likeness.

Falk's course includes the model of NIL. Students are collaborating with professionals in the industry while learning how to build a brand and ultimately monetize opportunities. The students are involved in proposal writing, infographic design and the development of marketing and social media plans.

"Our department prides itself on creating courses that connect our students to contemporary issues in the sport industry," says Michael Veley, Rhonda S. Falk Endowed Professor and Department of Sport Management director and chair. "The NIL legislation will change the business model of Division I college athletics going forward. When you match

the teaching skills of Professor Meluni with the expertise and collaborative partnership of (the sponsorship sales company) SponsorUnited, this course will be a game-changer."

Students learn how to prospect for a potential partner by using industry leading sales software provided by SponsorUnited. They evaluate the social media and Instagram accounts of collegiate athletes to predict pricing and trends and then use Canva to create graphics for themselves as if they were a student-athlete or consulting for a student-athlete.

"We are the only university in the country right now with this kind of relationship," Meluni said. "We have been working with SponsorUnited in different capacities for two years and its software is the industry leading prospecting tool for organizations to vet brands. The software updates daily and allows you to track sponsorship prospects and industry trends."

Students learn how LA sports mecca operates

Los Angeles is quickly becoming the sports capital of the world. Home to 11 major professional sports teams, having recently hosted the 2020 Major League Baseball All-Star Game, Super Bowl LVI, and winning bids to host the 2023 College Football Playoff National Championship Game and 2028 Summer Olympics, Los Angeles offers a mecca of opportunities for



“We met with more than 20 organizations and 70 executives across different aspects of the sport industry over the course of our trip. It was both exhausting and energizing at the same time,” said Sport Management major Allison Rosen ’24. “As someone who dreams

of working in soccer, visiting the Los Angeles Football Club and the LA Galaxy were once-in-a-lifetime moments for me.”

A highlight of this year’s trip was meeting Basketball Hall of Famer Bill Walton for an informal Q&A session. The students also visited the Hoag Classic Country Club, Los Angeles Dodgers, UCLA Athletics, Los Angeles Football Club, NFL Network, Los Angeles Rams, So-Fi Stadium, Anheuser-Busch, Los Angeles

Kings, Anschutz Entertainment Group, LA Sports & Entertainment

Commission, Los Angeles Clippers, Auto Club Speedway, Rose Bowl, Dignity Health Sports Park, Westwood One Radio, Los Angeles Memorial Coliseum, Los Angeles Marathon, Crypto.com Arena and Legends.

“This course exposes students to the many differences of managing sports entities on the West Coast compared to the East,” said Michael Veley, director and chair of Sport



Management and Rhonda S. Falk Endowed Professor who teaches the SPM 358 course. “Los Angeles has become the sports capital of the world and markets to an extremely diverse population of ethnic and cultural backgrounds. More than a dozen students who have taken this course have obtained jobs based on professional networking connections made on the LA Immersion trip.”

Students also attended a Clippers NBA game and a Kings NHL game.

The students were accompanied on the trip by Veley and Sport Management internship placement coordinator Lisa Liparulo.

Portions of the experience are made possible by a gift from Jeff and Andrea Lomasky.



students eager to learn about the sport industry.

Eighteen Syracuse University Sport Management students did just that over their March 2022 spring break, spending eight days immersing themselves in LA’s sport industry.

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



Students bask in Australia's sport, history and culture

Falk College Endowed Professor of Sport Management Rick Burton took 10 Syracuse University students to Australia from June 1-19 as part of a three-credit course titled SPM 300 - Australia: Sport, History and Culture. It was the eighth time the course was offered.

This trip was the first time students returned to the country since before the COVID-19 pandemic, and they were excited to be there.

"For some of us, this was years in the making. COVID-19 hit the world hard in 2020, when the last trip was scheduled but then canceled," said Sport Analytics major Preston Klaus '22, who blogged about the trip with his classmates.

The students stayed in each city approximately five days and, along with classroom work, enjoyed cultural studies with trips to the rainforest and in-depth study of indigenous communities. They visited the Queen Victoria Markets, Australia's Sporting Hall of Fame, Sydney Harbour and Cape Tribulation, where British explorer James Cook ran aground in 1770.

Most days were filled with planned activities, meetings and sightseeing. As part of their journey, students met with the chief executive officers of top sports marketing firms, including Twenty3 Sport and Entertainment.

They also met with SU alum Ruffy Geminder '82, founder and chairman of Pact Group Holdings, the largest packaging company in Australia.

Side trips included an in-person tour of the Melbourne Cricket Ground, attending an Australian Rules Football match, visiting Australia's famed coasts and the Sydney Opera House, and sampling local delicacies.

Burton, who previously worked in Australia as the commissioner of the Australian National Basketball League, said the purpose of the trip is to expose American students to a different country's sport, history and culture.



Students enrolled in SPM 300 - Australia: Sport, History and Culture spent time near the Sydney Harbor Bridge and famed Sydney Opera House in June 2022 as part of a three-week trip Down Under.

Graduate students host charity event

Graduate students in Falk College's Sport Venue and Event Management (SVEM) master's program at Syracuse University held a charity event at SU's Stadium on April 9, 2022.

The graduate class hosted more than 100 female youth lacrosse players from local clubs, who took part in activities on the turf before the SU women's lacrosse team took on the University of North Carolina.

The Future's Lax Bash featured a raffle and a silent auction. All proceeds benefitted Tackle ALS, an organization dedicated to finding a cure for Amyotrophic Lateral Sclerosis (ALS), commonly known as Lou Gehrig's disease, a progressive neuromuscular disease. This charity was chosen by the graduate students due to their relationship with local businessman Jimmer Szatkowski, who owns two Chick-fil-A restaurants in the Syracuse area, and has served as a dedicated philanthropist and supporter of SU women's lacrosse. His dedication has not wavered since his 2021 ALS diagnosis.

"Working with Jimmer was an amazing experience, as his positivity and willingness to support us despite his struggle was inspiring," said SVEM student Julian Santiago '22.

In addition to raising money for charity, the Lax Bash aimed to inspire the youth attendees with stories from SU athletes as well as by offering an opportunity to see a different side of the iconic Stadium. Extraordinary efforts from SU student-athletes Sam Swart, Naje Murray, Colby Barker, Julianna Walker, Alaina Rice, Ava Irvin and

others made this a special day for the participants as they learned and played alongside the student-athletes. A tour of the locker room and games were followed by lunch catered by Jimmer's Chick-fil-A restaurants. As game time approached, attendees decorated signs and wrote letters to their favorite players.

The Lax Bash raised \$5,000 to support Team Jimmer's fight to Tackle ALS, as well as provided a fun and inspiring opportunity for aspiring young athletes.

"I am very proud of our graduate students, who worked hard for months planning this event," said

Sport Management associate professor Dr. Gina Pauline, who served as the faculty advisor for the event. "They gained real-world experience, interacted with community members, and assisted a charity, all while completing their studies and dealing with the unexpected. Events like these prepare them for careers in the sport industry."



Graduate students (from left) Julian Santiago, Tobi Joshuasville, Camryn Delucie, Hannah Gigliotti, Taylor Tsatsis and Naje Murray are shown with associate professor Dr. Gina Pauline (far right), and local businessman Jimmer Szatkowski (front), who has Amyotrophic Lateral Sclerosis.

SU Athletics, Falk Sport Management enter multiyear partnership with Legends

In early 2022, Syracuse University Athletics and Legends announced the launch of a 10-year partnership to integrate data analytics, marketing, 'Cuse Athletics Fund annual giving, premium seating, and general ticket sales initiatives into a single fan-focused approach. The partnership will also ensure that the Orange build upon their legacy of supporting student-athletes in the classroom and on the playing fields.

"We are committed to delivering a world class fan and student-athlete experience and Legends has proven to deliver world class ticket sales and philanthropic services among their notable partners within professional and collegiate athletics," said Syracuse Director of Athletics John Wildhack

A unique aspect of the partnership is the collaboration with Syracuse University's Falk College. The alliance between the school's Department of Sport Management and Legends is committed to advocating for the inclusion of students in the sports entertainment industry. Current students will benefit from project-based and experiential learning, mentorship, and visibility into job openings through unprecedented opportunities for Falk Sports Management and Sport Analytics students to intern with Legends and prepare them for full-time positions upon graduation.



"The Department of Sport Management is extremely excited to be part of this ground-breaking initiative with Legends and Syracuse Athletics," said Falk College Sport Management founding director and chair Michael Veley. "I have immense respect for what Legends has achieved in the sport industry as an innovative leader and cutting-edge company. Our students will benefit greatly from this partnership and its real-world applications, and in turn will be able to provide valuable support in multiple

sectors to enhance Syracuse Athletics' mission to its stakeholders."

A central part of the relationship will be the integration of Legends' robust technologies.

"We are incredibly excited to use these innovative platforms," said Syracuse Deputy Director of Athletics and Chief Marketing Officer Andrew T. Goodrich. "They will allow Syracuse Athletics to better understand the needs of Orange fans."

Legends, through its U.S. research arm CSL, will also conduct ongoing market research to assist the department with making informed decisions on potential new seating experiences, fan enhancements, and optimal pricing strategies to maximize attendance.

Student's mission brings street hockey to Argentina

In May 2022, when most of her classmates departed Syracuse University for their summer jobs or internships, Sport Management sophomore Sarah Thompson was literally on a mission.

Thompson, who is a forward on the Syracuse University women's ice hockey team, traveled to Buenos Aires, Argentina, to teach children from a low-income neighborhood how to play street hockey. Thompson's "Sticks Together" project is part of a sport development humanitarian program organized by International Volunteer HQ.

Thompson was joined in Argentina by Tracey Edson '24, a Sport Management major who chronicled the trip by filming Thompson tutoring the children. The program ran for three weeks. The duo arranged to have nets, hockey sticks, plastic pucks and T-shirts shipped to Argentina in advance of the trip.

"I think of all the opportunities that I had to play so many different sports, and there's kids in these underprivileged communities that all they have is a soccer ball and that's all they get to play," Thompson said. "I was lucky enough to play everything, and I think that's what's special about teaching another sport. I've always loved the idea of teaching kids sports and what better way than going to a place where they often don't get to have those experiences where someone can teach them something new."

Edson, who played basketball and golf growing up, also

taught the children in Argentina when she wasn't filming. "Sarah and I both have a passion for sports and a passion for teaching so to be able to share that with those kids and be a role model for them is very special," Edson said.

Thompson worked extensively with International Volunteer HQ on the logistics of the after-school program, which involved children from Recoleta, a neighborhood in the northern part of Buenos Aires near the Rio de la Plata (River Plate). Thompson and Edson spent two weeks instructing about 15 children and teachers.

Thompson and Edson had interpreters provided by International Volunteer HQ to help bridge the language barrier with the Spanish-speaking children. All the equipment they transported to Argentina stayed with the school.

"We had no idea what we were walking into, and the exciting part is that as

much as we planned this project in advance, you're not going to really know until you're there," Thompson said.

Even so, that hasn't stopped Thompson and Edson from contemplating a similar trip to South Africa in Summer 2023.



Sport Management majors Sarah Thompson (left) and Tracey Edson spent three weeks in Buenos Aires, Argentina, in May 2022 teaching children from a low-income neighborhood how to play street hockey.

Female students in ‘A New York State of Mind’

The New York metropolitan area is home to some of the country’s top professional teams and leagues, including two Major League Baseball teams, two NBA teams, one WNBA team, two NFL teams, three NHL teams and two Major League Soccer teams, among other major sporting events and venues like Madison Square Garden.

Over the course of four days in May 2022, 11 female Sport Management majors from Syracuse University’s Falk College immersed themselves in New York’s sport industry and culture. They met with executives from numerous sectors of the industry, including CBS, New York Liberty, New York Knicks, United States Tennis Association, NFL, New York Yankees, Legends, NHL, and Disney/ESPN. The group also attended a WNBA game as well as the launch event of SU’s new Sports Network. The students were accompanied by Sport Management associate professor Dr. Gina Pauline and internship placement coordinators Nicole Cost and Kailyn Jennings.

Students on the trip included Dara Doft, Alyssa Helland, Xinyue Huang, Sydney Kossoy, Peri Lamkin, Sydney Orszulak, Paula Ostrowska, Kyla Pearlman, Allison Rosen, Alexa Schlitt and Sydney Topper.

We asked Topper ’24 to share her experiences and thoughts about the New York City Immersion Trip, and this is what she said:

“If I was asked to describe our New York

City immersion trip in one word, I would say phenomenal!

This amazing opportunity would not have been possible without the generous donation from Mr. and Mrs. Jake and Suzanne Doft and their family, who supported this trip.

We met with 10 organizations and more than 30 industry professionals in four days. It was quite the itinerary! We were honored to meet and network with female executives and Syracuse alumni. As a people person with a lot of energy, I love to network and learn from professionals. I have dreamed of visiting the NFL Headquarters since I was 6 years old, and to make that dream a reality was a memory I will never forget.

Every day was very busy! One particular day began at the famed Madison Square Garden, where we met with Senior Vice President and General Manager Bobby Castronovo. We learned about the technology implemented throughout the venue to make the fan experience as easy and memorable as possible. As a sport technology fan, I was fascinated with the technology and data that The Garden uses to enhance the game-day experience.

We were thrilled that our trip coincided with the launch of the new SU Sports Network for students, alumni, faculty and everyone Orange! We met with so many SU and Falk alumni at LAVO on May 18. It was so great to be in a room of all Syracuse alumni working

in the sport industry. I networked with alumni working for MKTG, The New York Post, Sponsor United, and the NFL, among others.

As we approached our last day in the city, we went to Syracuse University’s Fisher Center to meet with executives from Disney, ESPN, NBA, and College Game Day. Deidra Maddock, of Disney Media & Entertainment Distribution, facilitated the panel discussions and taught us about the ad pitch cycle and how each team does their part behind the scenes.

As I look back on this New York City immersion experience, I feel honored to have spent that time with other female students who share the same passion as me for the sport industry. We are all thankful to the executives who welcomed our group and took time out of their busy schedules to meet with us. It was an honor to learn from them.

Sydney Topper ’24 is a Sport Management major and Data Analytics minor who also serves as the president for the Women In Sports and Events (WISE) Club at Syracuse University. She’s a member of Falk College’s Sport Management Club, interns for Syracuse University Athletic Communications, serves as a Falk College peer mentor, a Falk College ambassador and works as a Syracuse University U100 tour guide.



Over the course of four days in May, 11 female Sport Management majors from Syracuse University’s Falk College immersed themselves in New York’s sport industry and culture. Front row from left: Allie Rosen, Dara Doft, Kyla Pearlman, Sydney Topper, Paula Ostrowska and Peri Lamkin. Back row from left: Sydney Orszulak, Elvis Huang, Alyssa Helland, Sydney Kossoy and Alexa Schlitt.

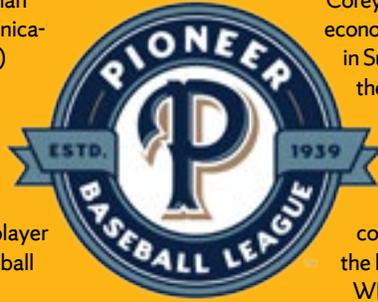
Students making their pitch as summer interns in Pioneer Baseball League

Syracuse University's Falk College of Sport and Human Dynamics and Newhouse School of Public Communications partnered with the Pioneer Baseball League (PBL) presented by TicketSmarter to provide internships for students with the PBL's 10 teams and league office in Summer 2022.

The PBL is a partner league of Major League Baseball with teams in Colorado, Idaho, Montana and Utah. It serves as a developmental league with no player having more than three years of prior professional baseball experience.

For their internships, Syracuse students learned first-hand how a professional sports team operates and assisted in developing league-wide initiatives in research and analytics, business planning, media/marketing, and content production.

"All of us at Falk College are thrilled about this partnership with the Pioneer League," says Rodney Paul, director of the sport analytics program at Falk and a professor in the Department of Sport Management. "This is a wonderful opportunity for our students to enhance their educational and career goals by gaining first-hand experience with a professional sports league."



Corey Goldman '23, who's majoring in sport analytics and economics, interned with the league office in Windsor, CO., in Summer and Fall 2021. He continued to post content on the league's website after he returned to campus in August.

One of his primary jobs was creating statistical reports to determine how PBL teams compared to each other and how the league compared to other minor leagues. He also updated the website's content by writing and posting stories and content that the league created, such as press releases.

While some Falk students were on location in Summer 2022, others worked remotely. The Newhouse students worked remotely on content creation for the PBL's weekly Roundup Show, website, social media and other platforms.

"This is an incredibly exciting program for the Pioneer League to access and promote the next generation of sports industry executives through hands-on programs immediately impacting the operations and future growth of the league," PBL President Mike Shapiro says. "We see this partnership as an opportunity for the students to impact and integrate the exciting and challenging issues a professional sports league encounters on a daily basis."

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

research, 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 2022 Sport Analytics graduates and their thesis research topics:

Matthew Adams: *The Impact of Sport Tournament Design*

Benjamin Allen: *Strokes Gained Analysis of Professional Golfers*

Samual Ayers: *Season Ticket Retention in SU Athletics*

Evan Baum: *NHL Overtime Strategy: How Players have Responded to the Change to 3v3*

Joe Chen: *Identifying Factors Impacting NBA Player Movement*

Joshua Danzig: *Can Vegas Lines Give Us a Competitive Edge in Fantasy Football?*

Brian Drew: *Modeling and Predicting College Basketball Conference Tournaments*

Dante Giugliano: *Load Management of Players in the NHL*

Colin Hardy: *What Variables do NBA Teams Look to Draft in the Stephen Curry Era?*

Justin Harrington: *Is Play Calling in the NFL Bigger than Offense*

Gabriel Herz: *Lineup Optimization in Major League Baseball*

Liam Hogan: *Analyzing Play Styles of English Soccer Teams*

Kevin Ivers: *Investigating the Contract Year Phenomenon*

Andrew Kelly: *What is the True Value of NFL Draft Picks*

Preston Klaus: *Financial Optimization of the NBA Salary Cap*

Jared Lavigneur: *The Effects of Scheduling on Teams and Players in the NBA*

Mackenzie Mangos: *The Effectiveness of Catcher Framing in MLB from Year-to-Year*

Brendan McKeown: *Creating Advantages with the Strategic Sitting of Players: Insight for Optimal Times to Rest NBA Players*

Connor Meissner: *Assessing Public NCAA Football Projection Systems*

Drake Mills: *The Effects of Leverage on Major League Baseball Umpires' Decision Making*

Jacob Murrer: *Superstar externalities in the NBA: The Golden State Warriors*

Daniel Nagle: *Racing Your Rival: Cluster Analysis of Formula 1 Drivers*

Michael O'Connor: *Evaluating Quarterback Decision-Making in the National Football League*

Benjamin Phillips: *The Impact of the Shift in Major League Baseball*

Hughston Preston: *Migration and Social Factors That Determine Baseball Participation In America*

Dominic Samangy: *NCAA Basketball Transfer Portal Predictor: Conference and Experience Adjusted Box Plus/Minus*

Chase Seibold: *The Impact of Pitcher Familiarity in Hitter PA's*

Cooper Shawver: *Valuing MLB Players Using Cluster Analysis*

Ryan Song: *Clustering NHL Goaltenders based on Skillsets*

Quinn Spangler: *Estimating Marginal Revenue Product of North American Junior Hockey Players*

Christopher Thomas: *NBA Draft Trends: What Factors do Front Offices Value and Which Players Get Drafted Early*

Andrew Todd: *NFL Quarterback's Performance in Relation to Rest*

Ward Walton: *What Makes a Successful College Lacrosse Team?*

Seth Warner: *Optimizing MLB Rosters: How General Managers Can Detect Market Inefficiencies*

Eli Wood: *The Strokes-Gained Guide to Success in PGA Tour Events*

David Zukowski: *The Effect of Launch Angle and Exit Velocity*

Sport Analytics students put Syra

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

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

Here are sport analytics program highlights from 2021-2022:

- Sixteen Sport Analytics seniors were named Berlin Scholars for the class of 2022: **Samual (Ben) Ayers, Evan Baum, Kevin Ivers, Preston Klaus, Jared Lavigueur, Mackenzie Mangos, Connor Meissner, Daniel Nagle, Michael O'Connor, Dominic Samangy, Chase Seibold, Cooper**



Sport Analytics graduates from the Class of 2022.

Shawver, Quinn Spangler, Christopher Thomas, Ward Walton and Seth Warner.

- Women in Sports Tech, Inc. (WIST) awarded **Alison Gilmore** (Sport Analytics major) and **Sarah Thompson** (Sport Management



Alison Gilmore



Sarah Thompson

- major) fellowships for Summer 2022. Each received a \$5,000 grant to pursue summer projects in their chosen area of sports technology. Gilmore interned with Zoomph and Thompson interned with GameChanger.
- Senior **Connor Meissner** took part in the "Orange Talks" portion of SU's SOURCE Spring Symposium. The event showcased

undergraduate presentations of in-depth research, and facilitated engaging conversations. The title of Meissner's research is "Overview of NEPSIHA's JSR Ranking System: Identifying Biases and an Alternate Ranking Method." Meissner also presented his ranking system proposal to more than 60 coaches at the NEPSIHA Spring Hockey meetings.

- Senior **Mackenzie Mangos** attended the 2021 Society for American Baseball Research (SABR) Women in Baseball (virtual) Conference as a recipient of the Yoseloff Scholarship. **Alison Gilmore** attended the Summer 2022 Society for American Baseball Research (SABR) Women in Baseball Conference in Baltimore as a Yoseloff Scholarship recipient.
- Senior **Quinn Spangler's** research paper titled "The Current State of Salary Discrimination in the National Hockey League" placed third in the 2021 New York State Economics Association Annual Conference Undergraduate Student Paper Contest.
- **Sport Analytics assistant professor Dr. Justin Ehrlich** and **Sport Analytics senior Dominic Samangy** traveled to Reading (London) UK, to attend and present their research at the 8th Western Conference on Football and Finance.
- Two teams of Sport Analytics students won their respective tracks at the Milwaukee Bucks' inaugural hackathon in Spring 2022. **Dominic Samangy, Chris Thomas, Brian Drew** and **Samual (Ben) Ayers** competed in the basketball track of the competition. **Seth Quinn, Jared LaVigueur, Jackson Hett** and **RJ Frahm** competed in the business analytics track. The event provided teams with an analytical prompt and an accompanying dataset to be further



Celebrating during Syracuse University's Commencement Weekend are Sport Analytics seniors Kevin Ivers, Preston Klaus, Seth Warner, Mackenzie Mangos and Michael O'Connor (from left), along with Sport Analytics Director Dr. Rodney Paul (center).

Focus degree program on the map



Sport Analytics seniors who served as Berlin Scholars for the Class of 2022 include (front from left) Connor Meissner, Dominic Samangy, Jared Lavigueur, Mackenzie Mangos, Kevin Ivers, Daniel Nagle, Michael O'Connor, (back from left) Quinn Spangler, Seth Warner, Preston Klaus, Ben Ayers, Cooper Shawver, Christopher Thomas, Ward Walton and Chase Seibold. Not pictured above is Evan Baum.

- The **Second Annual Syracuse University Football Analytics Blitz** Powered by PFF was held in Spring 2022. More than 10 teams from colleges and universities across the country participated in the event that featured judges from Pro Football Focus. The teams received their prompt the week before the competition and were given one week to solve the prompt and put together a presentation on their findings.
- Class of 2021 Sport Analytics graduate **Nick Ricciardi** taught Sport Economics (SPM 365) for the department in Fall 2021 and Spring 2022.
- Sport Analytics graduates **CB Garrett '19** and **James Hyman '21** worked as graduate assistants for the program in 2021-22. The two spent the 2021-22 academic year enrolled in SU'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 2022:** Pioneer Baseball League, NBA, MLB, NHL, SBRnet, SponsorUnited, BSE Global, Zoomph, Cleveland Cavaliers, DC United, Chicago Blackhawks, Orlando City SC, Buffalo Bills, Tampa Bay Rays, Washington Nationals, Dick's Sporting Goods, Sony/MLB The Show, Hamptons Collegiate Baseball League, Verse Gaming, Luker on Trends/SRSS, Ilitch Sports + Entertainment, DKC Analytics, Great Falls Voyagers, Northern Colorado Owlz, The Basketball Tournament (TBT), among others.
- As of May 2022, 48 students at Syracuse University are minoring in sport analytics.
- Falk College will welcome 67 sport analytics freshmen to campus in Fall 2022.

analyzed. After completing their research efforts, they presented their work to the Bucks' staff. The groups competed against teams from Amherst, Chicago, Fordham, Harvard, Marquette, Michigan, Wake Forest, Wheaton, and Wisconsin-Milwaukee, among others. "It was a great experience for us to dig into data used by NBA organizations and to present our findings as if we were on the Bucks staff," LaVigueur said. "We enjoyed putting to use the analytical methods and techniques that we learned in our SU classes, such as R and Tableau, and applying them to a very specific situation."

- Senior **Daniel Nagle** was selected to represent Syracuse University at the ACC Meeting of the Minds conference hosted by the University of Virginia in April 2022. He gave an oral presentation on his research titled "Optimization of Formula 1 Driver Pairs."
- **Quinn Robnett, Chase Seibold** and **Quinn Spangler** competed in the NHL Hack-A-Thon at the MIT/Sloan Sport Analytics Conference in Boston in March 2022.
- Eighteen **Sport Analytics students** attended the 2022 MIT/Sloan Sport Analytics Conference in Boston. Fifteen **Sport Analytics students** competed in the virtual National Sabermetrics and Baseball Statistics Competition March 18.
- **Preston Klaus, Jackson Hett, Robert Frahm, Jared Lavigueur, Ari Glazier, Adam Goodman, Garrett Naylor** and **Seth Quinn** participated in UMass Amherst's Mock Trade Deadline Basketball Case Competition on Feb. 19, 2022.

- The **Sport Analytics Learning Community** for first-year students kept busy in 2021-22, meeting their fellow classmates as well as learning how to code, organizing various sports tournaments, participating in workshops focusing on Tableau and RStudio, meeting with faculty advisors, taking part in 3-on-3 basketball tournaments and bonding over flag football. They also attended a Syracuse Mets game.
- Sport Analytics students worked with StatsBomb's in-game event data for soccer, and with Wyscout and Genius Sports as well.
- Falk's **Certificate of Advanced (CAS) Study in Sport Analytics** began in Spring 2022 with courses being offered online.



Members of the Sport Analytics Learning Community took part in various activities during the 2021-22 academic year, including a flag football game in Fall 2021.

Analytics Clubs abound for all interests



Members of the Basketball Analytics Club attended a Brooklyn Nets game in Spring 2022.

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

BASEBALL SABERMETRICS AND STATISTICS CLUB

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

In Spring 2022, for the eighth 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 2022 to Phoenix, Arizona, but instead presented virtually from SU's campus. Undergraduate teams were separated into virtual competition rooms, where they presented to judges via Zoom.

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

Over the course of the 2021-22 academic year, Sabermetrics Club members analyzed the Major League Baseball offseason and compared it to their mock offseason analysis conducted last semester. They also worked on various group projects on a variety of topics, including optimal lineup, which stats correlate to winning, re-ranking ESPN's top 100 players of all time and analyzing the beginning of the

2022 MLB season.

Club officers for 2021-22 were Seth Warner, Shane Halpin, Hughston Preston, Bri Quinlan, Mackenzie Mangos, Quinn Spangler, Daniel Beim and Alex Oppel.

BASKETBALL ANALYTICS CLUB

The Syracuse University Basketball Analytics Club concluded its sixth year in 2021-2022 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 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.

Fall 2021 semester highlights include hosting guest speakers, including Syracuse University alumni, as well as Calvin Floyd, a

senior data scientist for the Sacramento Kings. Club leaders also designed and ran a mock case competition, hosted a watch party for primetime NCAA games, created an RStudio tutorial, and taught its members how to use TeamworkOnline.

In Spring 2022, members took part in case competitions, attended a Brooklyn Nets game, hosted guest speakers and worked on basketball research projects. Nick Fleder (Data Science Manager, New York Knicks) and Kevin Belbey (Agent, CAA) are among the sport industry executives who assisted the club with these ventures.

Officers for the 2021-2022 academic year were Preston Klaus, Jared LaVigueur, Jackson Hett, Ian Archer, Kevin Ivers and Mark Nash.

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.

During the 2021-22 academic year, club members used modeling techniques from class to compare the NFL's Most Valuable Players across several seasons to determine the overall MVP over the last decade. Students also analyzed data from Pro Football Focus and assisted with projects. The club held a mock offseason after the Super Bowl. Students were given full control over the NFL team of their choosing as the club president acted as Commissioner of the league. Students could make agreed-upon trades, sign or release players, and even restructure contracts. The exercise gave students a glimpse of how difficult it is to stay under the salary cap while simulating an offseason. The simulation ended with a three-round mock draft just before the official NFL Draft.

Also, club members formed teams for the NFL's Big Data Bowl, working in groups to answer the prompt, while gaining valuable experience competing in the intense football analytics competition.

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

Club officers for 2021-21 were Michael O'Connor, Mitch Berezney, Kevin Ivers, Warren Yermack and Preston Klaus.



Adam Goodman, Ari Glazier, Seth Quinn, Jared LaVigueur, Jackson Hett, Preston Klaus, Robert Frahm and Garrett Naylor (from left) participated in UMass Amherst's Mock Trade Deadline Basketball Case Competition on Feb. 19, 2022.



The Hockey Analytics Club meets weekly during the academic year and welcomes students from all majors on campus.

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.

In Spring 2022, the club started a research project seeking to find trends in team payroll composition that lead to playoff success in the NHL. In Fall 2021, club members discussed and analyzed the 2021-22 NHL season. In addition, the club annually hosts guest speakers, the most notable being NHL agent Allan Walsh. The club uses analytics in its research, discussions, and projects and features students from numerous majors on campus.

Club officers for 2021-22 were Josh Freson, Aidan Pavlick, David Gold and Carter Lewis.

SOCCER ANALYTICS CLUB

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

Over the past two academic years, the club mainly focused on its research element, creating a model to predict outcomes of soccer games in the top five European leagues and measured the success of the model against betting market odds. The club also continued its project of creating Real Plus Minus statistics for English Premier League players.

Meetings feature guest speakers and industry executives. Students also used various statistical methods, including logistic regres-

sion, to understand which factors aid the LeMoyne College men's soccer team in scoring more goals and allowing less goals.

The club provides a platform for students with a passion for soccer to discuss the sport and work together, conducting research using a variety of statistical methods and analytical tools. The club meets weekly during the academic year, and meetings are open to all Syracuse University students.

Kevin Ivers served as club president in 2021-22.

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.

In the 2021-2022 academic year, the club welcomed several guest speakers to campus as well as virtually, including Nola Agha, University of San Francisco quantitative analytics professor; Emily Curtis, Seattle Mariners coordinator of baseball projects; Carly Shaefer, HookIt implementation support specialist; Jordan Wetherbee, Miami Dolphins Director of Business Analytics; Kelsey Roberts, New York Knicks Basketball Data Analyst; and Gabby Wells, Senior Manager of Business Strategy and Analytics for DC United. They also toured the Syracuse Crunch's facilities at the Onondaga County War Memorial and the Syracuse Mets stadium.

In Spring 2022, SAW members began a project with HookIt, which focuses on social media analytics, examining college athletes from different sports and their social media performances, to determine if they would be a good partner for brands in conjunction with new Name, Image and Likeness legislation.

Club officers for 2021-22 were Mackenzie Mangos, Kylie Dedrick, Jenna Elique, Marissa Schneider and Alison Gilmore.

SPORTSBOOK ANALYTICS CLUB

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

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

During the Spring 2022 semester, club members took part in a unique "Football Squares" competition involving Super Bowl LV. The club completed its first official research project in Spring 2022 by submitting a poster to the Falk Research Poster Competition titled, "Does Win Percentage Correlate to Point Production in the NFL?"

The club hosted Adam Israel (SPM '19), Sportsbook Operations Coordinator at BetMGM, who gave valuable insight to members as to how BetMGM resolves client issues on their mobile app. The club also hosted Jak Jones, Director of Online and Sportsbook Analytics at Caesars Entertainment, who shared how to improve coding skills and how to better predict win probabilities in sport.

Hunter Kuchenbaur served as club president in 2021-22.



The Sport Analytics Women (SAW) Club met with executives from the Syracuse Crunch before attending a game.

The 2021-22 academic year was productive and busy for the Department of Sport Management's faculty and staff. Faculty members presented their research on campus, domestically, and internationally both in person and virtually. 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) to stay current with all department news.

Rick Burton

David B. Falk endowed professor



Burton concluded his eighth year serving as SU'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.

Dennis Deninger

Professor of practice



The former ESPN production executive and three-time Emmy Award winner teaches Sport Communications, the Super Bowl and Society, and Sports, Media and Society courses. Deninger was the founding director of the Sports Communications graduate program at SU's Newhouse School. His new book, "Live Sports Media: The How and Why of Sports Broadcasting," was published in Spring 2022.

Dr. Justin Ehrlich

Assistant professor



Dr. Ehrlich finished his third 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 third year of a four-year grant titled "Virtual Reality Opportunities to Integrate Social Skills."

Dr. Mary Graham

Professor



Dr. Graham published a paper in the *Seneca Falls Dialogues* journal with SPM student co-authors Melanie Kelly and Colby Murphy titled "#THEMTOO: Two NFL Team Options for Not Exploiting Women Cheerleaders." Dr. Graham serves on the Steering Committee of the Syracuse University Senate. She was elected to the board of the Research Methods Division of the Academy of Management. Dr. Graham continues her research on decision making among sport team executives and strategic human resource management in supply chains.

Dr. Jeeyoon Kim

Associate professor



Dr. Kim was promoted to associate professor and granted tenure at the conclusion of the 2021-22 academic year. She has been awarded SU Seed Grants and 'Cuse Grants for her research. She presented her research at the 2021 Sport Marketing Association conference in Las Vegas. She has taken the lead on the department's annual Lake Placid Olympic trip and the Olympic Odyssey trip to Europe.

Dr. Jeremy Losak

Assistant professor



Dr. Losak finished his third year at Syracuse University teaching sport analytics classes as well as co-advising the Sport Management Club and Baseball Statistics and Sabermetrics Club. His research was published by the North American Association of Sport Economists. Losak is a 2016 Syracuse University Sport Management graduate, who completed his PhD in economics at Clemson.

Dr. Jason Maddox

Assistant professor



Dr. Maddox joined the Sport Analytics faculty in January 2022. He defended his Ph.D at Baylor University in Summer 2022. Prior to joining Syracuse, Maddox spent the previous nine years at Baylor, earning both his B.S. and M.S. in Statistics. While a graduate student at Baylor, he taught introductory statistics courses and a business analytics course. Maddox also served as a manager/graduate assistant with the Baylor Men's Basketball team from 2015-2021.

Kevin McNeill

Assistant teaching professor



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

David Meluni

Assistant teaching professor



Meluni was named Falk College Faculty of the Year for 2021-22. He spent four years as an adjunct professor in Sport Management before joining the faculty full time in 2018. Meluni, who has 20 years of experience in the sport industry, teaches sales, marketing, NIL, sponsorship and promotion courses at SU. He also serves as the faculty advisor for the Sports Sales Club.

Dr. Rodney Paul

Professor, Analytics Program Director



Dr. Paul presented his research at the 2022 Association of Private Enterprise Education Conference, among others. He is a world-renowned sports economist who has been quoted by media outlets around the world. He also serves as co-advisor of SU's Baseball Statistics and Sabermetrics Club, teaches Sport Analytics courses at SU and oversees Sport Analytics senior thesis projects.

Dr. Patrick Walsh

Associate professor, graduate program director



Dr. Walsh began leading the Sport Venue and Event Management graduate program in Summer 2022. He presented his research at the 2021 Sport Marketing Association conference in Las Vegas and had research articles published in *Sport Marketing Quarterly* and the *International Journal of Sport Management*.

Dr. Gina Pauline

Associate professor, undergraduate program director



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

Dr. John Wolohan

Professor



Dr. Wolohan 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 SU'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. He also attended the 2022 Sport and Recreation Law Association Conference.

Dr. Jeff Pauline

Associate professor



Dr. Pauline will attend the 2022 Association for Applied Sport Psychology (AASP) national conference. He serves on the AASP Continuing Education Committee and is also a member of AASP and the SU Appeals Board. He oversees minors in the department as well as 'Cuse Crew, and the SPM 270/470 experiential credit program. He served as director of the Sport Venue and Event Management graduate program for the past seven years.

Sport Management staff updates



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



Kailyn Jennings joined the Department of Sport Management in Summer 2021. She works with seniors on Capstone guidance, and undergraduates on internships and advising. Prior to Syracuse University, Jennings worked at the University of Tennessee (Knoxville), Chapman University and Villanova University. She teaches SPM 201 and SPM 455.



Beth Perez started as an Internship Placement Coordinator in August 2022. She previously worked as an Academic Counselor in Student Support Services within the School of Education at Syracuse University. Prior to that, she worked as an Academic Advisor at Cornell University. Beth has a bachelor's degree in Business Management from SUNY New Paltz and a master's degree in Higher Education from Syracuse University. Beth will work with seniors on Capstone guidance, and undergraduates on internships and advising.

Dr. Shane Sanders

Professor



Dr. Sanders published sports economics and other empirical papers in leading journals such as *Journal of Business & Economic Statistics*, *Journal of Behavioral & Experimental Finance* and *Mathematics and Sports*. Sanders was on sabbatical leave in Spring 2022, where he focused on research regarding labor and health issues in sport. He has served as an analytics consultant for a Euroleague basketball team for the past five years.



Francesco Rivero finished his seventh year in the department, and third full year as the program manager for Sport Analytics. He advises more than 200 Sport Analytics majors, connecting them to industry internships and jobs, as well as working to develop partnerships to benefit the program. He assists Sport Analytics students with conference attendance as well as teaches SPM 201.

Michael Veley

Director and chair, Rhonda S. Falk endowed professor

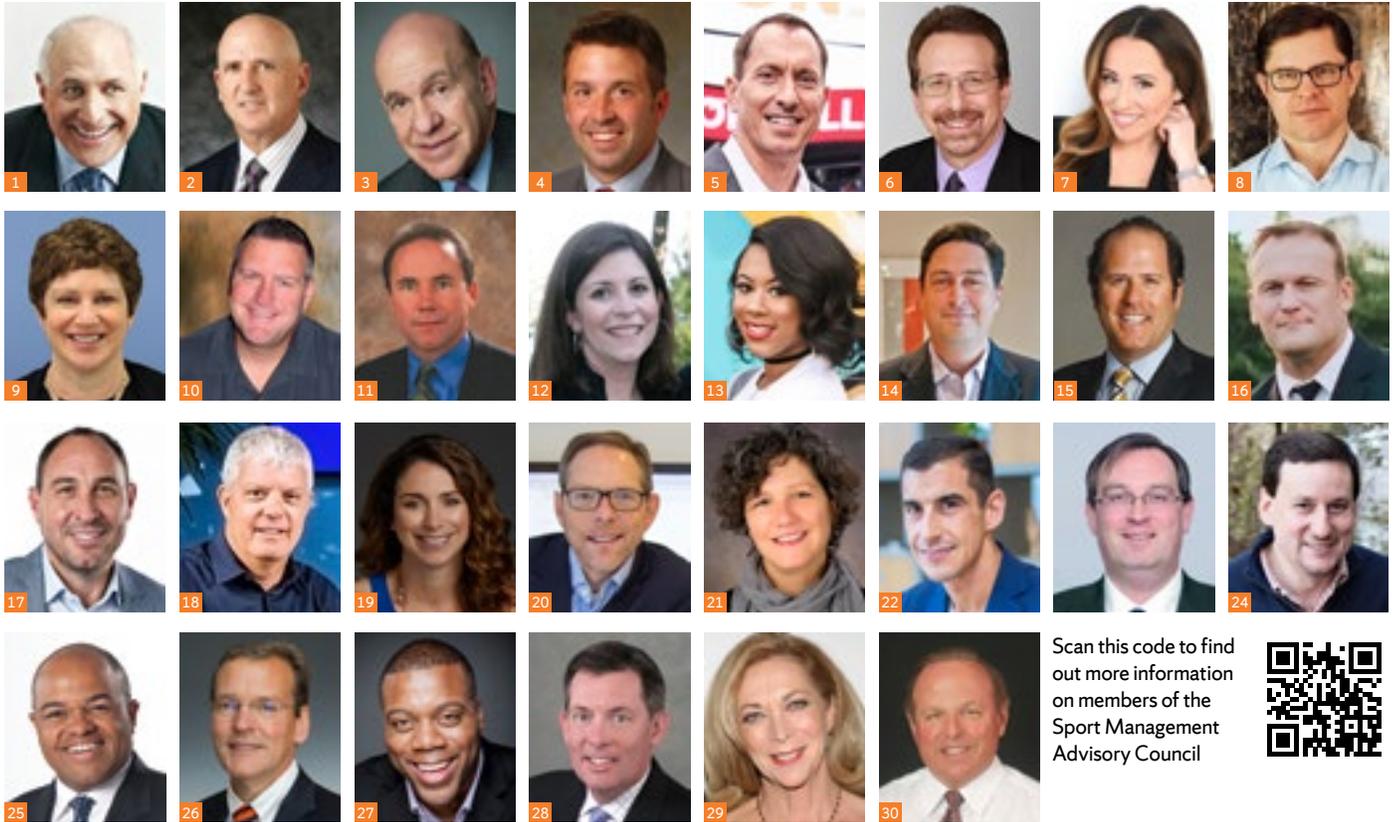


Veley, who has worked at Syracuse University since 1995, is the founding director of the Sport Management program at SU. He serves as vice president of the Syracuse Sports Corporation, is an advisory board member for Sporevo, is the public address announcer for SU football and basketball games, and the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



Kathryn Tunkel, who celebrated her 29th year at Syracuse University in 2022, is the administrative assistant to SPM director Michael Veley. She works closely with students and faculty, handles all course scheduling, classroom assignments, Intra-University Transfer and minor applications, and student enrollment. Tunkel will retire in December 2022.

Sport Management Advisory Council



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



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

Chair Members

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

Council Members,

- 3 **Ronald Bernard**, President, LWB Consulting
- 4 **Russ Brandon**, President, XFL
- 5 **Nick Carparelli Jr.**, Executive Director, Bowl Season
- 6 **Howard Deneroff**, Executive Vice President/Executive Producer, Westwood One Sports
- 7 **Kelly Downing**, Marketing Consultant,
- 8 **Michael Duda**, Co-Founder, Managing Partner, Bullish Inc.
- 9 **Patti Fallick**, Managing Director of Broadcast Operations, United States Tennis Association

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

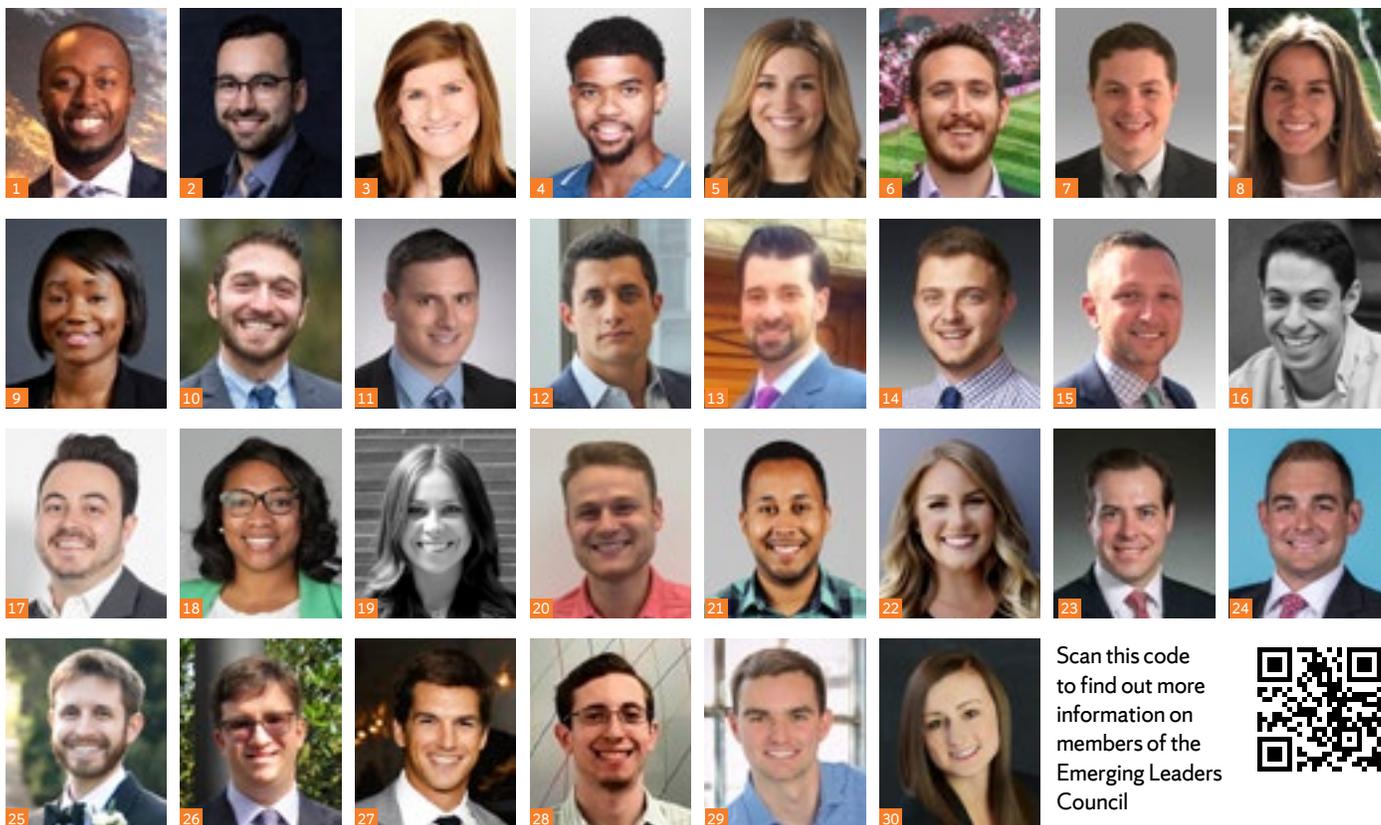
- 21 **Laurie Orlando**, Senior Vice President, CBS News
- 22 **Michael Patent**, Managing Director, Culture Group
- 23 **Kevin Rochlitz**, Senior Vice President/Chief Sales Officer, Baltimore Ravens
- 24 **Jeff Rubin**, Founder/CEO, SideArm Sports
- 25 **Mike Tirico**, Play by Play Announcer/Anchor,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

Emeriti Members

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

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

Emerging Leaders Council



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

- 1 **Daniel Anyaegbunam**, Vice President of Legal & Business Affairs, Signature Punch Promotions
- 2 **Harrison Avigdor**, Integrated Partnerships, National Basketball Association
- 3 **Danielle Berman**, Founder and CEO, Tackle What's Next
- 4 **Elijah Biggins**, Senior Integrated Marketing Strategist, MediaLab
- 5 **Nicole Cost**, Proposal Writer, Carrot Fertility
- 6 **P.J. Davidson**, Vice President of Sales, Queensboro FC
- 7 **Jim Geant**, Director of Business Development and Strategic Partnerships, New York Road Runners
- 8 **Jenna Harmer**, Volunteer Director, Par 5 Group
- 9 **Charma Harris**, Volunteer Director, Par 5 Group

- 10 **Harrison Laifer**, Associate Manager, Global Partnerships, National Basketball Association
- 11 **Jeremy Losak**, Assistant Professor, Sport Analytics, Syracuse University
- 12 **Hugo Marsans**, Client Services Manager, DAZN
- 13 **Ian McFate**, Director of Growth, Sports and Entertainment, Aramark
- 14 **Ari Moskowitz**, Business Development Manager, WSC Sports
- 15 **Jeff Petrino**, Senior Director of Consulting, The Montag Group
- 16 **Jeremy Philipson**, Senior Software Engineer, FanDuel
- 17 **Kevin Reese**, Account Manager, Subnation
- 18 **Lori Robinson**, Player Engagement Manager, Baltimore Ravens
- 19 **Kate Ruben**, Manager of Sports Partnerships, CLEAR
- 20 **Benjamin R. Rubenstein**, Business Development and Expansion Lead, Snackpass

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

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



If you're an alum of the Department of Sport Management and interested in joining the Emerging Leaders Council, please email Alyssa Wood at Alyssa.Wood@mktg.com.

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

We are so thankful for the commitment that our alumni make to be sure our students feel supported throughout their undergraduate career. Whether you participated in a mentorship team for our first-year students, 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 SU experience.

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

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

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

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

Thank you for your unwavering support!

SPORT ANALYTICS

CLASS OF 2019

Cody Barbuto
Chief Operating Officer
United Auto Parts

William Dalton
Customer Trading Analyst
BetMGM

Charles Garrett IV
Syracuse University Data/
Analytics Manager
Legends

Joshua Hentschel
Assistant Basketball Coach
Lake Superior State
University

Justin Perline
Performance Analyst
Pittsburgh Pirates

Evan Weiss
Football Analyst
Buffalo Bills

CLASS OF 2020

Ethan Alpern
Graduate student, Applied
Data Science
Syracuse University

Dylan Blechner
Data Engineer
KAGR

William Friedeman
Risk and Financial Advisory
Analyst
Deloitte

Daniel Goetz
Consultant, Data and
Analytics
EY

Gareth Jobling
CRM Coordinator
Cleveland Cavaliers

Kyle Liotta
Account Analyst
Eventellect

Stephen McClain
Graduate student
University of Pittsburgh

Colby Olson
Director of Baseball
Analytics
JustBaseball.com

Nicholas Riccardi
Adjunct Professor,
Sport Economics
Syracuse University

Joseph Sabel
Consultant
Deloitte

Nicholas Schloop
Product Analyst
NYCM Insurance

CLASS OF 2021

Zachary Anhalt
Graduate student
Georgia Tech

Jonathan Bosch
Data Analyst
Zensah

Bailie Brown
Associate Data Quality
Analyst
Major League Baseball

Jacob Cummis
Systems Designer
GameOn Entertainment
Technologies

Joseph Deaton
Graduate student,
Applied Data Science
Syracuse University

Steven DiMaria
Advance Scouting Analyst
New York Yankees

Jack Dolitsky
Graduate student,
Applied Data Science
Syracuse University

Nicholas Giancola
Business Intelligence Analyst
Boston Bruins/TD Garden

James Hyman
Analytics Intern
Buffalo Bills

Nathan Kellar
Analyst, Strategy and
Analytics
E15/Ford Field/Detroit
Lions

Zachary Koepfel
Graduate student,
sports law and business
Arizona State University

Colin Krantz
Business Specialist
Kiewit

Samuel Marteka
Consulting Analyst
Kraft Analytics Group

Dylan McGee
Associate Data Scientist
MVP

Cameron Mitchell
Graduate Student
Applied Data Science
Syracuse University

Trevor Olofson
Junior Associate, Strategic
Growth
IRI

Alejandro Pesantez
Graduate student,
Data Science
University of Notre Dame

Justin Philbin
Business Intelligence Analyst
Lifetime Brands

Harrison Platt
Law Student
University of Miami

Kushal Shah
Sports Trader
FanDuel

Davis Showell
Temple University
Sport Business M.S.

Dax Speakman
Graduate student, Analytics
Georgia Tech

Drew DiSanto
Sports Performance Analyst
Buffalo Bills

Sean Kenney
Digital Sportsbook Planning
Specialist
Caesars

Dean Preston
Research and Analytics
Trainee
MKTG/SRi

CLASS OF 2022

Benjamin Allen
Graduate student,
Applied Data Science
Syracuse University

Samual (Ben) Ayers
Content Specialist
Sony Interactive
Entertainment

Joshua Danzig
Data Analyst
FanDuel

Colin Hardy
Business Analytics
Green Bay Packers

Gabriel Herz
Graduate student,
Applied Data Science
Syracuse University

Liam Hogan
Graduate student,
Applied Data Science
Syracuse University

Kevin Ivers
Graduate student,
Applied Data Science
Syracuse University

Preston Klaus
Graduate student, Finance
Syracuse University

Jared Lavigueur
Event Coordinator
The Basketball Tournament
(TBT)

Mackenzie Mangos
Quantitative Analyst
Associate
New York Yankees

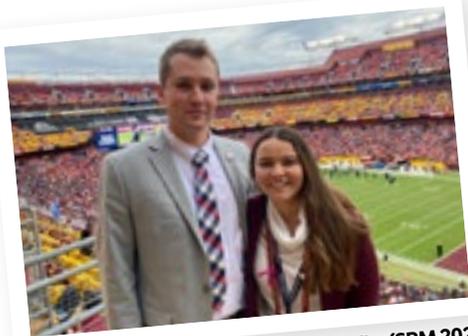
Brendan McKeown
Sports Trader
FanDuel

Connor Meissner
Graduate student,
Applied Data Science
Syracuse University

Drake Mills
Analytics Intern
Buffalo Bills

Jacob Murrer
Graduate student,
Applied Data Science
Syracuse University

Daniel Nagle
Graduate student,
Analytics
Georgia Tech



Sam Marteka (SAL 2021) and Kaitlynn Miller (SPM 2021)



Anna Vergara (SVEM 2018)



Arek Olson (SVEM 2018)

Michael O'Connor
Graduate student,
Broadcast and Digital
Journalism
Syracuse University

Hughston Preston
Biomechanics Intern
Peak Performance Project

Dominic Samangy
Graduate student, Men's
Basketball Graduate
Assistant, University of
Arkansas

Chase Seibold
Research and Development
Intern
Washington Nationals

Cooper Shawver
Enterprise Analyst
Dick's Sporting Goods

Ryan Song
Graduate student,
Applied Data Science
Syracuse University

Quinn Spangler
Data Analyst
Cleveland Cavaliers

Ward Walton
Graduate student,
Applied Data Science
Syracuse University

Seth Warner
Graduate student,
Applied Data Science
Syracuse University

Eli Wood
Product Analyst
NYCM Insurance

David Zukowski
Integrity Analyst
U.S. Integrity

SPORT MANAGEMENT

CLASS OF 2008

Jason Akeson
Operations Manager
Woodside Club

Stephanie Bissett
Assistant Athletic Director
The Loomis Chaffee School

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

Austin Blumstein
Ticket Operations
New York Mets

Lauren Borst
Change Management Lead
Orbia

Lindsey Campbell
Public Relations Manager
Guadalupe-Blanco River
Authority

Nicole Cost
Proposal Writer
Carrot Fertility

Emmanuel Fernandez
Job President
ACE Programs for the
Homeless

Lauren Fischer
Teacher
The Willows Community
School

Brian Goodman
SEO Specialist
Go Local Interactive

Saurab Guha
Vice President
Highlander Partners

Alana Hancock
Senior Indirect Marketing
Lead
DISH Network

Kelly Harrington
Vice President of Account
Management
Dentsu Mcgarrybowen

Jonathan Hight
Digital Lead,
Senior Partner
MediaCom

Amy Lawicki
Senior Event Manager
Arrow Electronics Inc.

Ian McFate
Director of Growth,
Sports and Entertainment
ARAMARK Corporation

Casey Miller
Director of Platform Product
and Business Development
Tagboard

Julie Nemeroff
Senior Manager
National Basketball
Association

Bradley Peetoom
Sales Manager
Lhoist North America of
Canada Inc.

Jeffery Petrino
Senior Director of Consulting
The Montag Group

Michael Ross
National Scout
National Football League

Steven Shur
Attorney
Kand L Gates LLP

Jacob Silverman
Deputy Athletic Director for
Administration
Brown University

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

Alexander Suskind
Senior Editor
Entertainment Weekly

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

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

Robert Wynn
Business Manager
Northfield Consulting Group
LLC

CLASS OF 2009

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

Isabella Babienko
Client Services
VIZIO

Daniel Bain
Director of Booking and
Events
Charlotte Hornets

Brian Belsky
Senior General Manager
The Bozzuto Group

Robert Cavicchia
Assistant Men's Soccer
Coach
Seneca College

Thomas Flynn
Director
American Express Company

Jina Freiberg
Senior Grants Manager
Katz Amsterdam Foundation

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

Matthew Gay
Corporate Partnerships
Sales Manager
Detroit Tigers Inc.

John-Christian Higgins
Project Manager
The LiRo Group

Evan Intrater
Engineering Leadership
Hiring
Lyft

Ryan Jody
Video Specialist/Upfronts
Team
Google

Shawn Jordan
Event and Stadium
Operations Assistant
Camping World Stadium

Michael Juhas
Senior Vice President,
Client Services
CPXi

Patrick Kermond
Production Manager
Burnham Boat Slings

Richard Lampasi
Producer
Mile High Sports Radio

Gary Langlais
Senior Corporate Counsel
CSC ServiceWorks

Daniel Lehane
Area General Manager
Nissan Motor Company Ltd.

Samantha Levenson
Vice President,
Talent Acquisition
FanDuel Inc.

Jeffrey Lipschutz
Vice President Associate
General Counsel
The Glenmede Corporation

Jorden Maljovec
Attorney
Law office of Jorden Rosen
Maljovec

Lena Masri
Development Director/
Instructor
The Right Step, Inc.

Martin Meltzer
Litigation and Sports
Business Development
DLA Piper LLP

Thornton Mountford
Director of Operations
Yadara

E. Orsenigo
Service Dispatcher
Palisades Fuel

Brett Payne
Sales Manager
Snap-On Inc.

Matthew Perry
Inside Sales Manager
SailPoint

Lori Robinson
Player Engagement Manager
Baltimore Ravens

Marc Rutchik
Vice President of Sales
Bustle Digital Group

Tiffany Selig
Chief Operating officer
Selig Enterprises Company
Inc.

Adam Sternbach
General Counsel
The Fractional Token
Company

Jeffrey Stolzenberg
Freelance Web Designer and
Developer -Stolzy Designs
Self-Employed/Freelance

Greg Szklany
Public Relations Specialist
American Dairy Association
North East

Delante Thomas
Attorney and Managing
Partner
LMP Solutions, LLC

Ashley Van Hoff
Attorney
McDermott Will and Emery

Evan Vandanebee
Business Development and
Sales Manager
Arrayo

Jason Yakubovich
Founder
Reshyne

CLASS OF 2010

Alexander Abramo
Buyer Specialist
Self-Employed/Freelance

Andrew Abramson
Partner
Riviera Partners

Mark Alken
Media Services Coordinator
CBS Inc.

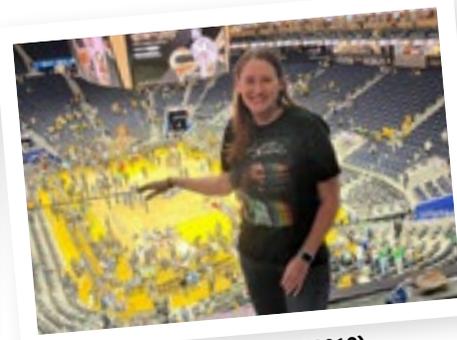
Michael Bassewitz
Senior Account Executive
Paragon Marketing Group



C'Ara McCrea (SPM 2016)



Caroline Davis (SPM 2020)



Chrissy Leach (SPM 2010)

Alyssa Bleaken
Accounts Representative
Cornell University

Ashley Brantman
Vice President
Intersport

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

Zachary Chernes
Account Director
SwellShark

Andrew Cohn
Brand Manager
Deloitte Touche Tohmatsu
Ltd.

Stacie Creasea
Sport and Entertainment
Consultant
Self-Employed/Freelance

Rachel Daniels
Special Events Manager
Bo's Place

Edwin Dei
Senior Project Manager
Concise Media Design

Michael DiTrani
Vice President, Senior Fund
Accountant
Capstone Investment
Advisors

Trevor Ferris
Continuous Improvement
Analyst
Uline

T. Willem Flohr
Vice President/Director of
Business Solutions
Horizon Next

Gregory Frias
Production Manager
CBS Sports

Jason Gorsky
Manager, Technical
Recruiting
MongoDB Inc.

Matthew Grodd
Manager
Day Lumber Company

Joseph Jacobi
Waste Water Operator
Joint Meeting of Essex and
Union Counties

Bradley Kallet
Senior Managing Editor
Spartan Race Inc.

Michael Kravec
Operations Manager
Allegiant Stadium

Nicole Langlais
Business Development
Manager
RVshare

Christine Leach
Director of Group Sales
Boston Celtics

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

Joshua Lewis
Partner Development
offFIELD

Brandon Mahaffy
Senior Manager
DraftKings

Eileen May-West
Program Director
Wasatch Adaptive Sports

David McIsaac
Community Partnerships
Manager
Good Sports Inc.

Joseph Meyer
Senior Financial Analyst
Bon Secours Mercy Health

Alyson Miksitz
Associate Underwriter
Zurich North America

Arinze Onuaku
Professional Basketball
Player
Bahrain Basketball
Association

Andrew Park
Director, Client Services
Doman Group

Joseph Persoff
Deputy City Attorney
City of Los Angeles

Jonathan Piken
Broker-Dealer Manager
Prudential Financial

Erick Posser
Senior Legal Counsel
Stash

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

Matthew Reynolds
Special Assistant to the Head
Coach
Boston Celtics

Aneesh Saxena
Senior Manager
Wayfair

Zachary Siegal-Eisman
Senior Marketing Account
Manager
CrowdSurf

Christopher Sotiropulos
Senior Director of Stadium
Development and
Operations
Las Vegas Raiders

Ashley Spicer
Business Operations
Manager
Amy Myers MD, LLC

Samuel Staton
Director of Events and Travel
Northern California Golf
Association

Kevin Stone
Ticket Sales Manager
Boston Bruins and TD
Garden

Gordon Taylor
Product Line Manager
Implus

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Attorney
Richards and Connor, PLLP

Spencer Weinman
Chief Revenue officer
QuickFrame

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Law Clerk
Sagoff Law Group

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Lecturer in Sport
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St Mary's University of
Twickenham

Samuel Wood
Stats Auditor and Research
Analyst
National Hockey League

Tyler Young
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Development and
Operations
Braze, Inc.

CLASS OF 2011

Adriel Aponte
Vice President, Software and
Applications
Robert Half

Antwon Bailey
Teacher
St. John's College High
School

Adam Baldassarre
Vice President of Business
Development
SME Entertainment Group
LLC

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

Andrew Bennett
New Business Development
Executive
Arizona Coyotes

Basil Bourque
Senior Compliance Manager
Marqeta, Inc

Arielle Burks
Marketing and Public
Relations Manager
RYCARS Construction LLC

Jordan Cooper
Partner Success Manager
Andela

Zachary Cravitz
Marketing Coordinator
Florida Panthers

Devin DePoint
Product Manager
Vista Equity Partners

Andrew Diamond
Manager, Sports
Partnerships and Marketing
SiriusXM

Shantel Fair
Head Teacher
Stevens Cooperative School

Richard Granato
Ticket Representative
Jet Set Sports

Devon Heinen
Content Writer/Editor
Microsoft Corporation

Thuong Hoang
Financial Planning and
Analysis Manager
Publicis Groupe

Julian Hucal
Business Transformation
Silicon Valley Bank

Maxx Kanter
Associate Account Director
Young and Rubicam Group

Matthew Kramer
Sales Associate
CGI Communications Inc.

Elana Kuflik
Special Education Teacher
New York City Department
of Education

Erin LaMay
Grade 7 Laborer
Olympic Regional
Development Authority
LLC

Marie Letterii
Associate Director of
Admissions
Orange County Community
College

Max Levitt
Founder/Executive Director
Leveling the Playing Field

Alexander Lewin
Senior Manager
Reuters

Daniel Magnante
Creative Executive
Feigco Entertainment

Brian Meyer
Senior Account Manager
160over90

Samuel Meyerkopf
Scout
NextStep Basketball
Scouting

Matthew Paul
Director of Acquisitions
Alta Terra Real Estate

Meghan Porillo
National Account Manager
Signature Consultants

Katie Reagan
Account Executive
Gand G Outfitters Inc.

Ashley Robbins
Director of Athletic
Communications
University of Massachusetts
Lowell

Saralynn Ruhland
Account Services
Representative
Buffalo Sabres

Michael Schenker
Co-Founder
VO/D

Jordan Schoem
President/Owner
New York Ragers

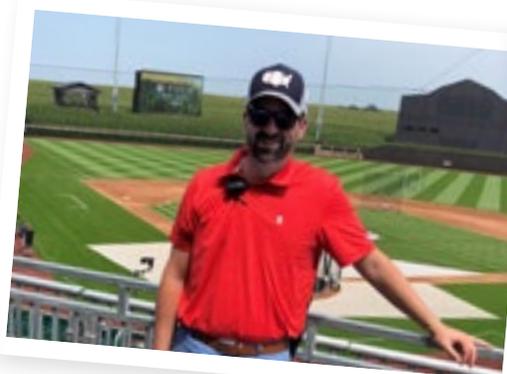
Gabriel Serra
Chief Visionary
Yibbly Labs Inc.

Brian Sharkey
Senior Account Manager
Indeed, Inc.

Michael Shreve
Territory Sales Manager
Augusta Sportswear



Elijah Biggins (SPM 2016)



Ian McFate (SPM 2008)



Jack Moriarty (SPM 2016), Alyssa Wood (SPM 2015),
James DiDonato (SPM 2015)

Jonathan Stahler
President
Stahler Sports and
Entertainment Law, PA

Hali Stark
Head of Partnership
Marketing
Dapper Labs

Jamie Stein
Agent
Wasserman

Sarah Tepper
Company Owner
Small Shindigs

Lavoisier Thomas
Director, Disney Advertising
Sales
Walt Disney Company

Zachary Werner
Senior Clinical Area Manager
Electromed Inc.

Brett Woltz
Senior Manager, Marketing
Partnerships
BetMGM

Zachary Yereimian
Senior Associate Marketing
Strategy and Analysis
Sapient Corporation

Chelsey Zuckerman
Associate, Digital Strategy
Publicis Media

CLASS OF 2012

Elliot Adamczyk
Regional Property Manager
Acadia Realty Trust

David Anthony
Assistant Director of Athletic
Compliance
College Park University of
Maryland

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

Jonathan Coe
Assistant Director of
Communications
Southern California Golf
Association

Sarah Costello
Lightning Foundation and
Community Events Manager
Tampa Bay Lightning

Danielle Cysz
Manager
DraftKings Inc.

Bryan Davidson
Business Affairs
Autograph

Afonso Dos Santos
Sales Development
Representative
Informed K12

Jennifer Edwards
Senior Account Manager
Kroenke Sports and
Entertainment

Joseph Fanelli
Assistant Superintendent
Lagasse Group, The

James Geant
Sports Brand Solutions
ESPN

Douglas Glosser
Attorney
Montlick and Associates,
Attorneys At Law

Kevin Hall
Account Manager
21.2 Group, The

Eric Handler
Director
Madison Square Garden

Samuel Hochberg
Sales Executive
Oracle America Inc.

Sarah Holden
Human Resources Manager
Fleet Feet Inc.

Zuri Irvin
Producer/Editor
Crooked Media

Jordan Josephs
Partner
Triumph Sports Marketing

Caitlin Kalinowski
Recreation Guest Experience
Manager
Walt Disney Company

William King
Inside Sales Representative
Cleveland Indians

Alison Langevin
Senior Manager, Corporate
Partnerships
Boston Celtics

Zachary Lazare
Director Account
Management
Madison Square Garden

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Motherpucker.ca

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National Basketball
Association

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Development and Talent
Relations
Outsider

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Assistant Football Coach
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Hampshire

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Assistant Store Manager
Dick's Sporting Goods Inc.

Joshua Nightingale
Senior Data Analyst
MRM

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Youth Soccer Supervisor
New York Red Bulls

Justin Odell
Account Manager
MindShare

Anthony Prisco
Support Specialist
SIDEARM Sports

Brian Proctor
Sales Executive
Special Care Systems, LLC

Katherine Punda
Senior Account Executive
Boston Celtics

Jennifer Reilly
Director of Inside Sales
Training
Compass Group PLC

Nicholas Resavy
Head Coach
Northeast Elite Basketball

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Senior Manager of
Corporate Partnerships
Cast Iron Media

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National Broadcasting
Company Inc.

Brandon Rollins
Director of Client Services
Aquarius Sports and
Entertainment

Brett Ruff
Coordinator of Hockey
Administration
Buffalo Sabres

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

Alexander Shimrat
Program Manager
Gartner Inc.

Rudolph Sohl
Attorney
Self-Employed/Freelance

Michael Tischler
Facilities Project Manager
Comcast Corporation

Christopher Valente
Chief Operating Officer
Beat The Bomb

CLASS OF 2013

Jesse Abrams
Director, Corporate
Partnerships Activation
Philadelphia 76ers

George Alexander
Jewelry Specialist
Sterling Jewelers Inc.

Drew Altavilla
Event Management
Coordinator
Louisiana State University

Andrew Arrospide
Co-Founder
Alfalfa

Erica Belanger
Performance and Digital
Marketing Manager
Vista Outdoor Inc.

Jacob Berkowitz
Director of Events
Spectra

Ryan Boepple
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Counsel
DISH Network

Michael Botwinick
Associate Attorney
Lewis Brisbois Bisgaard and
Smith, LLP

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Player Representative
Catalyst Sports

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Sports and Entertainment
Marketing Senior Associate
JPMorgan Chase and
Company

Ryan Bunting
Unscripted Formats,
Disney+
Walt Disney Company

Marley Ciferri
Chief Recruiting officer
The Chef Agency

Daniel Cohen
Weekend Sports Anchor and
Reporter
WREX-TV

Matthew Cohen
Account Supervisor
Riddle and Bloom

Benjamin Cohen
Consultant
BR Consulting

Drake D'Ambra
Chief Operating Officer/
Founder
Bloom Creative Group

Philip Davidson
Vice President of Sales
Queensboro FC

Derek Faske
Associate, Integrated
Investment
UM Worldwide

Steven Geisenheimer
Digital Media Analyst
Major League Baseball
Advanced Media

Charma Harris
Talen Acquisition Partner
Blue Bottle Coffee

Eric Higger
Client Advisor
AllianceBernstein Holding
L.P.

Jonathan Jacobino
CRM Marketing Manager
Golf Digest

Jameson Kearney
Ad Solutions Freelancer
National Football League

Elizabeth Kwasnowski
Manager, Sponsorship and
Partnership Relations
National Football League

Michael Lecce
Vice President of Sports
Viral Nation

Michael Lennon
Senior Partnerships
Executive
Triumph Electrical Supply

Rayna Linowes
Operations Manager
Janski's Maintenance

Iain McWhirter
Executive, Brand Consulting
Creative Artists Agency

Joshua Millan
Head of Media Talent
Partnerships
Whistle Sports

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

Taylor Noel
Executive Assistant
Bain and Company

Antonio Olivero
Head Teller
Trustco Bank

Alexandre Pache
Senior Manager, Business
Development
Amazon

Elizabeth Pannucci
Customer Success Specialist
Teamworks

Jonathan Plaut
Replay Manager
DVSport, Inc.

John Ray
Ray Wine Consulting
Self-Employed/Freelance

Aaron Rudy
Assistant Director for
Marketing
Dartmouth College

Carlos Ruiz
Manager, Digital Production
MLB Advanced Media

Nicole Salzman
Retail Marketing Senior
Specialist
Jaguar Land Rover North
America, Llc

Matthew Samost
Vice President of New
Ventures
Vinik Sports Group

Andrew Silberman
Director of Product
Marketing
Omada

Ian Solomon
Manager, Partnership
Marketing
Barstool Sports

Chad Spodek
Financial Account Manager
City Lumber Inc.

Alvaro Voelker
Multicultural Marketing
Manager
BODYARMOR

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

Tyler Wasserman
Senior Manager, Salary Cap
Analyst
National Basketball
Association

Clayton Wilburn
Account Executive
Auth0

CLASS OF 2014

Richard Ackah
Ad Revenue Strategy
Manager
Roku, Inc.

Matthew Andre
Director, Operations
Universal Tennis

Matthew Ashe
Account Manager
Octagon

Alexandra Ayres
Director of Partnership
Strategy and Marketing
National Women's Soccer
League (NWSL)

Stephen Bailey
Sports Reporter
Syracuse Media Group

Curtis Baylor
Data Analyst
CVS Health

Andrew Beck
Account Executive, Premium
Sales
New York Giants

Zoe Bernstein
Director, Accounts and
Strategy
Noun Agency

Brian Blewis
Editorial Data Analyst
William Hill US

Alexander Boory
Account Executive
Philadelphia Flyers

Beau Brooks
Marketing Consultant
Power Home Remodeling

Peter Corasaniti
Director of Men's Basketball
Operations
Syracuse University

Andrew DiDonato
Customer Success Manager
TeamSnap

Anthony Dragona
Global Events
National Basketball
Association

Paige Feldman
Brand Consulting Executive
Creative Artists Agency

Molly Gilroy
Optimization Manager
GoodUnited

Brett Greenfield
Compliance Counsel
Anheuser-Busch Companies
Inc.

Kylee Haggerty
Retail Events Programming
Manager
Casper

Nolan Hart
Founder and Chief Executive
officer
2kPAID

Cory Hewitt
Associate Customer Service
Representative
National Grid USA

Devin Hill
Producer
Barnicle Brothers Inc.

Max Jacobson
Director, Partnership
Development
Home Team Sports

Jasmine Jordan-Christmas
Sports Marketing Field
Representative
NIKE Inc.

Robert Kelley
Associate Partner
Plan Automation LP Inc.

Sunghwan Kim
Supervisor
Omnicom Media Group

Steven Kozar
Account Director
CSM Sport and
Entertainment

Mari Lee
Sports Partnership Manager
M Resort Spa Casino

Charles Lerner
Engagement Coordinator
Tao Group

Marcel Lewis
Customer Success Manager
Box

Courtney Lyons
Manager
New York Road Runners

Bennigan Maher
Store Manager
Olympia Sports

Meg Mankowski
Senior Manager
Horizon Media, Inc.

Thomas Matschiner
Manager, Brand Alliances
Major League Soccer LLC

Sydney McAlmont
Senior Associate, Life Case
Management
Policygenius

Amanda McLean
Community Relations
Coordinator
New York Yankees

Javier Morel
Technical Account Manager
Criteo

Chad Muratev
Brand and Media Strategy
Lead
Self-Employed/Freelance

Robert Murray
Strategic Planning Manager
PepsiCo Inc.

Ogonnia Nnamani
Indirect Buyer
THG

Matthew Pagano
Senior Account Manager
Net Natives

Eric Peterson
Experienced Hire Recruiter
Goldman Sachs Group Inc.

Jeremy Philipson
Senior Software Engineer
FanDuel Inc.

Stephen Rathbun
Senior Director
Caleres, Inc.

Matthew Rosen
Sales Executive
Active Lifestyle Media

Brandon Rosenblum
Senior Account Executive
Indeed.com

Andrew Ross
Managing Partner
Rockpoint Sports Ventures

Gabrielle Rubach
Retail Store Manager
Reform Unlimited, LLC

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

Zachary Schotz
Social Media Manager
BODYARMOR

Benjamin Shapiro
Team Lead/Business
Development Manager
OpenReel

Jordan Smith
Business Development
Manager
Scurfield Group

Tyler Southard
Northeast Customer Service
Representative
Sportsfield Specialties, Inc.

David Sperino
Sales Manager
United Rentals Inc.

Jennifer Stevenson
Account Executive
NBC Universal Media LLC

Jan Stransky
Sales Manager
WOOD and Company

Daisuke Sugiura
Director of Operations and
Player Relations
Wasserman

Alex Tavernier
Media Partnerships
BetMGM

Ryan Tessler
Venue Services Director
BettorView

Jack Wentzell
Operations Manager
ASM Global

John Wilson
Head Math Teacher
Mary McDowell Friends
School

CLASS OF 2015

Gregory Ackerman
High Performance Analytics
Seattle Mariners

Kevin Agresto
Senior Manager
Greenlight Financial
Technology

Zachary Albright
Structured Products
Associate
JPMorgan Chase and
Company

Mohamed-Yusef Allam
Senior Recruiter
ZS

Nico Amantia
Account Manager, Gaming
and Sports
United Talent Agency

Shaan Baren
Associate Wealth Manager
LourdMurray

Fergus Barrie
Senior Marketing Manager
Sports Direct

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

Meghan Baumer
Account Manager and
Support Specialist
SIDEARM Sports

Michael Beck
Account Manager
Roadster Inc.

Jocelyn Brown
Creator Acquisition
Playbook Technologies Inc.

Regina Burke
Executive Sales
Administrative Assistant
Varian Medical Systems Inc.

Brianna Butler
Operations Manager
University of Pennsylvania
Perelman School of
Medicine

Keara Bynum
Operations Coordinator,
Corporate Hospitality
Madison Square Garden

Kelly Carr
Associate Attorney
Duane Morris LLP

Michael D'Accordo
Structured Lending
Associate
Deutsche Bank AG

Brooke Del Guercio
Manager, Partnership
Activation
Major League Baseball

James DiDonato
Business Teacher
Lakeland Central School
District

Alec Eidelman
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United Parcel Service Inc.

Haley Eklund
Manager of Sponsorship and
Activation
OneTeam Partners

Claire Embry
Analytics Supervisor
Lippe Taylor

Emmanuel Fernandez
Job Developer
ACE Programs for the
Homeless

Matthew Filippi
Manager, Analytics
Ballengee Group

Conor Frederick
Account Executive
WalkMe

Diana Gonzalez
Team Lead
Brilla Public Charter Schools

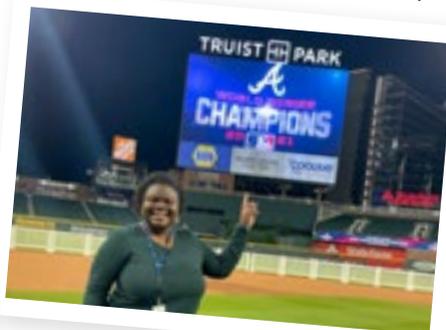
Daniel Gorman
Project Manager and
Cybersecurity Lead
ICF Next

Chelsea Greenway
Event Sales Manager
Bowlero Corporation

Brittany Gregory
Teacher
Teach For America



Connor Monzo (SPM 2020)



Da'Sha Prescott-Moore (SPM 2019)



Deidra Maddock (SU 1996), Alex Guo (SPM 2023),
and Madeline Placey (SPM 2019)

Jenna Harmer
Volunteer Director
Par 5 Development Group

Kevin Hill
Business Development
Manager
Change Machine

Mackenzie Kaseman
Associate Account Manager
'47

Scott Kevy
Senior Manager
Wasserman

Sandor Kopitz
Senior Manager, Sales
Academy
Boston Red Sox

Kristina Korolev
Project Coordinator
ELM Developments

Alexis LaCombe
Professional Hockey Player
National Women's Hockey
League

Harrison Laifer
Associate Manager, Global
Partnerships
National Basketball
Association

Brett Levy
Video Coordinator
SportsGrid

Colby Liemer
Associate Director
Scout Sports and
Entertainment

Tatum Lloyd
Data Analyst
MOCD

Maximilian Ludwig
Associate
Westermann Sheehy
Samaan and Gillespie LLP

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Shoreside Guest Services
Walt Disney Company

Stephanie Mindock
Production Assistant
Marquee Sports Network

Zachary Mischel
Associate Underwriting
Counsel
Zwiren Title Agency

Albert Nassar
Financial Advisor
Merrill Lynch

Nicholas Neu
Master's student
UMass Amherst

Derek Peters
Coordinator, Corporate
Finance
Endeavor

Zachary Potter
Manager, Digital Account
Services
WarnerMedia

Carly Raimo
Director of Sample
Operations
Phoenix Marketing
International

Benjamin Rechler
Players' Agent
SPM Soccer

Christopher Robinson
Basketball Strategy
Associate
Utah Jazz

Matthew Rose
Senior Creative Strategist
CSM Sport and
Entertainment

Kate Ruben
Manager, Sports
Partnerships
CLEAR

Jeffrey Saunders
Basketball Operations
Miami Heat

Jay Schaeffer
Development Associate
Alliance Residential
Company

Robert Shapiro
Sales
Kenjoh Outdoor Advertising

David Skwiersky
Audit Associate
KPMG LLP

Austin Stevenson
Head of Promotions
Tipico USA

Hanna Strong
Wellness Ambassador
ProAmpac

Erica Szczygiel
Account Manager, Member
Services
New York Islanders

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

Bryson Walker
Account Manager, Premium
Sales
Jacksonville Jaguars

Kathryn Wickham
Recreation Services
Supervisor
Syracuse University

Sean Wildhack
Tournament Marketing
Manager
PGA Tour

Brian Wilkinson
Workday Adaptive
Consultant
Alight Solutions

Delana Williams
Litigation Discovery
Document Reviewer
Consilio LLC

Max Winter
Assistant General Counsel
Marwood Group

Alyssa Wood
Senior Manager of
Sponsorship Strategies and
Activation
MKTG Inc.

Ethan Zombek
Assistant Property Manager
Lone Peak Realty

CLASS OF 2016

Julie Bengis
Manager, Team EMPOWER
Smile Train

Elijah Biggins
Integrated Marketing
Strategist
Genius

Hailey Billitier
Delivery Manager,
Streaming Media Operations
fuboTV

Jakob Bocianski
Manager of Client Services
iProspect

Jayson Brenner
Associate Product Manager,
Kindred Group PLC

Megan Brody
Programmatic Account
Executive
ViacomCBS

Emily Campeas
Learning and Development,
Enablement
Snap Inc.

Gabriella Cantwell-Papale
Realtor
Coastal Real Estate
Professionals, Llc

Timothy Carlon
Senior Associate Account
Manager
Botify

Michael Chan
Experiential Lead
TaylorMade Golf Company

Martin Cummings
Media Strategist
Teads

Jake Curran
Digital Product Manager
Day 8 Labs

Jessica Daniels
Sponsorship Activation
Associate
MKTG Inc.

Sydney Doskow
Senior Manager
Madison Square Garden

Jason Emerich
Recruiting Coordinator/
offensive Line Coach
Wheeling University

Brian Eo
Senior Consultant, Financial
Accounting Advisory
Services
EY

Daniel Feinman
Senior Business
Development Rep
QuickBase Inc.

Jenny Fine
Marketing Coordinator
WarnerMedia

Benjamin Freedman
Development Manager
Beyond Sport

Samuel Friedell
Luxury Leasing Agent
Downtown Apartment
Company

Jeffrey Garofalo
Assistant Men's Basketball
Coach
Spire Academy

Jacob Gomolka
Senior Coordinator
Austin Spurs

Ryan Greenwald
Founder and Managing
Attorney
Ryan Greenwald Law PA

Michael Gutman
Account Executive
Stripe

Robert Hamill
Partner Services Coordinator
Learfield IMG College

Harrison Hascoe
Operation Logistics and
Technology Manager
Safety Facility Services

Dean Hirschberg
Marketing, Sales and
Product Development
Multipet International

Hannah Howe-Lubowich
Social Impact Professional
Creative Artists Agency

Blake Johnson
Community Support
Outreach and Inclusion Lead
IAM ALS

Peri Karslioglu
Marketing Strategy
Manager, National
Geographic
Walt Disney Company

Brett Katz
Senior Sales Planning
Analyst
Xandr

Max Koepfel
Director of Leasing
Koepfel Rosen LLC

Cady Langdon
Brand Manager
The SpringHill Company

Matthew Leist
NFL Agent / Chief Financial
Officer
LAA Sports and
Entertainment

Jeremy Losak
Assistant Professor of
Sport Management
Syracuse University

Adam Luther
Assistant Project Manager
Jones Sign Co., Inc.

Cameron Lynn
Senior Manager
U.S. Army

Evan Maizlish
Mid Market Account
Executive
Box

Brendan Major
Customer Service
Representative
Eaton Crouse-Hinds

C'Ara McCrea
Manager of Global
Information Reporting
Deloitte

Jordan Mendelson
Manager
Regents Review



Joey Weinberg (SPM 2017), Jeremy Losak (SPM 2016)
and Michael Veley, SPM director



Alumni gather in New York City.



Sara Tumminia (SPM 2017)

Drew Mongiello
Senior Physician Account
Representative
Northwell Health

Jeremiah Moriarty
Loan Processor
Orchard

Chang Hwan Oh
Interpreter
Korea Basketball Association

Zachary Perine
Field Sales and Marketing
Representative
Coro Foods

Kathryn Petkevich
Coordinator
Coatue Management

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

Hannah Rafferty
Co-Founder and Chief
Executive Officer
For Pause

Sky Regan
Group Sales Associate
Los Angeles Clippers

Rafael Rodriguez-Ema
Communications Specialist
Puerto Rico Electric Power
Authority

Jacob Rosen
Project Manager
Malka Media Group

Benjamin Rosenwald
Manager, Research and
Brand Insights
BSE Global

Adam Rothstein
Supervisor
Optimum Sports

Tara Sadat-Tehrani
Client Services Coordinator
CBRE

Salvatore Salerno
Financial Representative
TD Ameritrade

Hanna Sanford
Community Engagement
Management
Seattle Seahawks

Jonathan Schneider
Public Relations and
Communications Manager
All Elite Wrestling

David Shahar
Manager
Scale Management

Jared Shaw
Event Promoter
Wynn Las Vegas

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

Sophie Siegel
Manager of Basketball
Operations
QC Sports

Jacquelyn Sparks
Senior Account Executive,
Business Leadership
Momentum Worldwide

Samuel Spector
Director of Business
Development
CLEAR

Max Tabak
Sales Director
ButterflyMX

Jordan Tillotson
Vice President of Operations
and Administration
The Hoop Group

Meghan Troia
Project Manager
Wunderman Thompson

James Washington
Founder
The Fit Kingdom

Marcus White
Digital Content Producer
Audacy, Inc.

Micah Wisen
Customer Success Manager
Bolt

Derek Wohlfarth
Retail Accountant
Trek Bicycle Corporation

Sean Young
Sales Consultant
Deputy Synthes

CLASS OF 2017

Ahmet Ege Ankarali
Agent
Wasserman

Harrison Avigdor
Associate Manager
National Basketball
Association

Angus Bishop
Strategy and Analytics
Bell Canada

Christina Brennan
President of Business
Development
CelebExperts

Alexander Carter
Operations Manager
Weichert Realtors

Peter Ciferri
Assistant Lacrosse Coach
Cornell University

Colby Conetta
Sales Support Associate
The18

Emma del Sol
Manager of Philanthropic
Partnerships
Hillel International

Mateo Diaz
Law Student
Seton Hall University School
of Law

Matthew Ellman
Associate Account
Executive
NBC Universal Media LLC

Joseph Feola
Manager
AEG Network LIVE

Samuel Friedman
Sales Manager
Better Mortgage
Corporation

Meghan Grassadonia
Marketing Manager
Excel Sports Management

Emily Greenstein
Social Senior Associate
FanDuel Inc.

Joshua Grotenstein
Account Executive
Bizzabo

Nicolette Hamilton
Promotions Coordinator
Point Place Casino

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

Madeline Hoyle
Guest Services Associate
Worldmark Depoe Bay

Isabelle Jenner
Manager Strategic
Partnerships
WarnerMedia

Jared Kasoff
Founder
Resolution Capital
Management

Lee LaRosa
Assistant to Chief Executive
Officer
Bayside Builders

Erika Larsen
Race Director
The IRONMAN Group

Zachary Lattimore
Personal Assistant
Professional Athletes

Samuel Linabury
Business Development
Associate
Prolific 1

Marcos Luna
Membership Engagement
Analyst
Six Flags America

Jeffrey Maizes
Digital Sponsorship
Integration Specialist
NBC Sports Group

Ian Marinelli
Account Manager
Gamesys

Jonathan Marsh
Commercial Account
Executive
Rapid7

Zachary McDonald
Customer Support Specialist
SIDEARM Sports

Reid McGrory
Senior Manager of
Partnership Activation
Athletes Unlimited

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

Mallory Miller
Programs Director
Fencers Club

Pierce Milliken
Senior Associate
EY

Matthew Mitchell
General Manager
Planet Fitness

Mikayla Mizruchi
Key Leader
Lululemon

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

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

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

Rebecca Pongetti
Senior Professional
Under Armour Inc.

Francesca Ranieri
Executive Assistant of
Content
National Hockey League

Kevin Reese
Account Manager
Subnation

Jordan Rice
Digital Production
coordinator
TVGla

Brian Robinson
Senior Coordinator, Brand
Marketing
Excel Sports Management

Matthew Romansky
Negotiator
AT&T Sports Investment
Optimum Sports

Talia Rosenhaus
Account Manager,
Partnership Marketing
BSE Global

Michael Rotondo
Manager of Premium Ticket
Operations
BSE Global

Daniel Scanlan
Managing Director
Kindred Partners

Joshua Schwartzman
Sponsorship Strategy and
Activation
MKTG Inc.

Paige Serra
Associate Attorney
MacWilliams Law PC

**Oskar Emil Anders
Sewerin**
Event Manager
Generation Pep

Alexander Shea
Senior Manager, Client
Marketing
Radegen Sports
Management

Marcus Shelmidine
Manager of Multimedia and
Technology
Syracuse University

Samuel Sirota
Associate Underwriter
SL Green Realty Corporation

Bradley Trust
Assistant Film Coordinator
Hofstra University

Sara Tumminia
Production Coordinator
Van Wagner Sports and
Entertainment

Nicholas Twomey
Account Manager, Account
Leadership
Underdog Venture Team,
LLC

John Van Ermen
Sportsbook Operations
Associate
Golden Nugget Online
Gaming, Inc.

Jason Vest
Coordinator, Partnership
Marketing
Major League Soccer LLC

Patrick Voorheis
Lacrosse Coach
Cambridge Public Schools

Joseph Weinberg
Junior Data Analyst
Havas Media Group

Samantha Weisman
Account Executive
Momentum Worldwide

Simon Weiss
Associate Home Advisor
Better Mortgage
Corporation

CLASS OF 2018

David Allen
Assistant Account Manager
Baker Tilly US

Jessica Banks
Brand Consulting Assistant
Creative Artists Agency

Cobie Beach
Client Relationship Specialist
Charles Schwab Inc.

Leah Beyer
Marketing and Operations
Manager
Hood To Coast Race Series

Jeremy Birns
Office Leasing Associate
RDE Advisors, Inc.

Joseph Bongiorno
Senior Analyst
Goldman Sachs Group Inc.

Timothy Borza
Owner
Borza's Recreation Center

Jan Breitenmoser
Sporting Director
FC Wil 1900

Keith Bremer
Stadium Experience
Coordinator
National Football League

Christopher Broderick
Ticket Operations
Coordinator
New Jersey Devils

Kelsey Carlon
Customer Success Manager
TruVideo

Destiny Castro
Customer Relationship
Management Specialist
New York City Football Club

Seung Han Chun
Overseas Sales
KCC Corporation

Alexandra Cook
Manager, Athlete Services
The IRONMAN Group

Jamal Custis
Professional Football Player
National Football League
Player Assoc.

Christian De Guzman
Baseball Play-by-Play
Broadcaster

Nicklaus DiPaola
Ticket Sales Account
Executive
Wichita Wind Surge

Joy Essaghof
Associate Manager
National Basketball
Association

Daniel Fishbein
Enterprise Partner Manager
GrubHub

Carly Fleischer
Founder
Kicks By Carly

Matthew Friedman
Account Executive, New
Business
McCann

Sarah Gardner
Account Manager
Walt Disney Company

William Gorman
Supervisor of Distribution
Dicks Sporting Goods

Justin Harlow
Customer Service
Representative
Pathfinder Bank

Christopher Henderson
Chief of Staff to the
Commissioner
Overtime

Harrison Hope
Content Manager
Grit Player Services, LLC

David Jaffin
Co-Founder
Grit Player Services, LLC

Lawrence Jordan
Account Executive
Google LLC

Jeffrey Kent
Manager, Marketing and
Graphics
Lynchburg Hillcats

Jaeseung Kim
Ordnance Corps officer
U.S. Army Reserves

William Kniesner
Master's Student
University of Southern
California

Benjamin Kropp
Licensed Evaluator
Area Scouts

Elise Lagerweij
Law student
Erasmus University

Alexandria Lamontagne
Social Media Marketing
Specialist
Allevegum

Sydney Leiber
Management and Program
Analyst
U.S. Department of
Education

William Lynch
Business Development
Representative
Litmus

Stephen Marciello
Senior Video Scout
Sports Info Solutions

Angela Marsh-Coan
Social Justice Coordinator
National Football League

Kellan Massino
Trading and Content Analyst
Penn Interactive

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

Anthony Mejia
Head of Product
Made The Collective

Oliver Minor
Customer Relations
Manager
AppCard, Inc.

Jocelyn Mong
Events Executive
Hybrid Group Limited

John Monihan
Account Manager
Digital Trends Media Group

Caroline Morano
E-Commerce Account
Executive
Toast, Inc.

Ari Moskowitz
Business Development
Manager
WSC Sports

Christina Myers
Marketing Manager
Lehigh University

Emily Neal
E-commerce Catalog
Coordinator
GoExpedi

Matthew Neumann
Customer Experience
Associate
DraftKings

Elijah Newsome
Brand Events Coordinator
Porsche Cars North America

Daniel O'Connor
Consultant
CIBC World Markets

Kyle O'Connor
Program Manager
Defy Ventures

Jack Overdyk
Basketball Operations
Roc Nation

James Pappalardo
Marketing Specialist
CIT Group

Richard Pasternak
Freelance Horse Racing/
Sports Writer
Self-Employed/Freelance

Christopher Peters
Business Development
Executive
Informa Financial Intelligence

Deanna Polanco
Urban Music Promo
Assistant
Atlantic Records

Matthew Potolski
Junior Publicist
NBC Sports Group

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

Matthew Prisco
Team Lead, Business
Development
ThreatX

Jonathan Rich
Football Coach
Greenwich High School

Julian Ritholz
Manager of Business
Development
Authentic Brands Group

Matthew Robinson
Analyst
Futures Sport +
Entertainment

Gabriel Ross
Business Development Team
Lead
360Learning

Benjamin Rossetti
Associate Account
Executive
NBC Universal Media LLC

Eli Rousso
Founder
Open Vault Media, LLC

Benjamin Rubenstein
Business Operations and
Expansion Manager
Snackpass

Paulina Rubin
Senior Associate
Momentum Worldwide

Austin Ryback
Associate Manager
BSE Global

Jake Schuster
Insurance Specialist
Hotelling Insurance Services

Benjamin Shaiman
Head of Operations
Fangage, Inc

Jason Smith
School Counselor and
Basketball Coach
Loudoun County Public
Schools

Eric Spyropoulos
Digital Media Coordinator
Kroenke Sports and
Entertainment

Matthew Tanenbaum
Ticket Sales and Service
Intern
Washington Nationals

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

Matthew Van Loon
Senior Associate
Matterkind

Robert VanRaamsdonk
Account Executive
New York Islanders

Wei Wang
Coordinator, Talent and
Marketing
Wasserman

Eric Weiss
Senior Customer Experience
Associate
DraftKings

Alex Wood
Director, Marketing and
Product Management
TeamWork Online

Sydney Wysoczanski
Business office Manager
Driven

Corey Yablonski
Account Manager
Otis Elevator Company

CLASS OF 2019

Zachary Alechammas
Client Finance Analyst
Ogilvy and Mather
Worldwide Inc.

Courtney Anderson
Events Coordinator
The Standard Hotel

Nikolai Arnold
Assistant Basketball Coach
Lycoming College

William Austin
Account Executive
Starpower LLC

Jonathan Banner
Assistant
Creative Artists Agency

Jennifer Bard
Sales Manager
Hotel Bethlehem

Nicholas Basile
Junior Sales Associate
New York Yankees

Shaun Belbey
NBA Skills Coach
Shaun Belby Basketball

Alec Bieber
Growth Marketing Manager
Cipher Sports Technology
Group

Samuel Birdsall
Buyer
SportsFan

Rebecca Bisson
Recruitment Consultant
Michael Page

Jake Bitsimis
Paraprofessional
Half Hollow Hills High School
West

Caitlin Burke
Associate, Hospitality and
Events
MKTG Inc.



Meg Mankowski (SPM 2014)



P.J. Davidson (SPM 2013)



Peter Appel (SPM 2020)

Nicholas Carlson
Senior Strategist, Business Solutions
Horizon Media, Inc.

Michael Cavalier
Associate Content Producer
The Topps Company

Aaron Cornelius
Operations Manager
Point3

Neil Cusat
Sales Coordinator
Pegasus Sports LLC

Brigid Daly
Senior Manager
Anheuser-Busch Companies Inc.

Lucas D'Aversa
Master's Student
Fordham

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

Jonathan DeLabruere
Account Executive
NASCAR

Drina Adriana Domic
Associate Manager
National Basketball Association

Matthew Dressler
Program Assistant
Kids Golf Foundation of Illinois

Hannah Duerr
Onboarding Associate
Justworks Inc.

Marc Eckenrod
Sales Operations Analyst
Chip Ganassi Racing Teams

Michael Feinberg
Associate Manager
ESPN Inc.

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

Nicholas Gold
Development Coordinator
USA Swimming

Seth Greenberg
Sales Analyst
Learfield IMG College

Matthew Gwiazdowski
Client Integration Specialist
FXSpotStream LLC

Daniel Hamilton
Assistant Director of Communications
University of South Florida

Owen Herrington
Account Executive
Syracuse Crunch

James Hunt
Co-Founder
Bant' Sports

Adam Israel
Sportsbook Operations Team Lead
BetMGM

Erel Israel
Executive Assistant to Chief Executive officer
Boom Sports

Samuel Jenayan
Account Executive,
Entertainment Marketing
Starpower LLC

Jack Kaczorowski
Junior Account Executive
MuteSix

Joshua Katz
Business Analyst
Baltimore Ravens

Daniel Khalil
Director of Lacrosse Operations
Colgate University

Erica Krumbine
Product Associate
Bank of America

Taitum Kurasz
Coordinator of Corporate Service
Tucson Roadrunners

Olivia Lavelle
Coordinator of Digital Products
Cleveland Guardians

Matteo Lovece
Football Operations and Player Personnel
Fan Controlled Football

Nick Lowenthal
Assistant
United States Olympic and Paralympic Committee

Sarah Lundmark
Associate
Paradigm Sports

Stefan Maish
Business Development Assistant
Entertainment Partners

John Mannix
Player Operations Associate
United States Tennis Association

Hugo Marsans
Client Services Manager
DAZN

Marielle McLoughlin
Football Coordinator of Recruiting Operations
Mississippi State University

Nathan Miles
Analyst
Goldman Sachs Group Inc.

Alex Miller
Account Executive
SBG Funding

Jake Narracci
Sports Data Analyst
ESPN Inc.

Austin Natowitz
Designer
The Topps Company

Alexander Newman
Client Service Representative
ViacomCBS

Madeline Placey
Associate Manager
ESPN Inc.

Andrew Quigley
Digital Service Representative
NBC Universal Media LLC

Quinton Redett
Account Executive - Investment Team at Optimum Sports
Charlotte Hornets

Javier Ruiz
Client Services Representative
Home Team Sports

Kai Ruskin
Account Coordinator, Brand Experiences
CSM Sport and Entertainment

Phillip Sawyer
Customer Service Manager
Supersapiens

Jack Schwartz
Account Executive
Optimum Sports

Sean Selig
Basketball Operations Assistant
Chicago Sky

Kurtis Senif
Operations Specialist
The Action Network

Perez Shaw
Account Manager
Super League Gaming

Sara Stanley
Social Media Coordinator
Big 12 Conference

Cameron Steele
Account Executive, Inside Sales
Monumental Sports and Entertainment

Fabian Stoeckling
Director
Eichgarten Immobilien AG

Aaron Tabak
Legal Intern
Segal Law Firm

Alicia Torres
Associate Producer
The Soze Agency

Austin Towns
Junior Group Events Specialist
Cleveland Cavaliers

Sterling Vaughn
Sales Operations Analyst
OneTrust

Griffin Whitman
Founder and Chief Executive Officer
LFG Sports

Bradley Williamson
Sales Project Manager
Winholt Equipment Group

Eric Winikoff
Corporate Partnerships Associate
Los Angeles Lakers

Ethan Yoo
Football Operations Specialist
Fan Controlled Football

Nicholas Zacchilli
Product Support Specialist
RightCapital

Daniel Zimmermann
Chief Executive Officer and Founder
Verse Gaming

CLASS OF 2020

Thomas Adams
Account Executive
Atlanta Hawks

Caitlin Alessi
Education Support Professional
Walpole Public Schools

Jesse Altmeyer
Partnerships Coordinator
Learfield

Tyler Anes
Sales Development Representative
DealRoom

Peter Appel
Founder and Director of Content Strategy
Just Baseball Media

Brad Aretsky
Case Assistant
Real Estate at Paul Hastings

Jillian Barry
Operations Planning Associate
New York Road Runners

Andrew Blutig
Vendor Contracts and Operations Coordinator
Major League Baseball

Matthew Bustillo
Junior Research Consultant
Quantilope

Justin Butterman
Research Consultant
Savanta

Joseph Carello
Sales Representative
Paycom

Youngchae Cho
Law student
Rutgers Law School

Carlos Christian
New Business Development
Best Equipment and Service

Nolan Cooney
Professional Football Player
New Orleans Saints

Caroline Davis
Senior Marketing Coordinator
National Football League

Kinsey Davis-Corr
Branding and Marketing Assistant
Hitz and Branding, LLC

Matthew DeFusco
On Premise Manager
Red Bull

Andrew Derda
Director of Strategic Partnerships
Bookit Sports



Jeremy Philipson (SPM 2014)



Emily Campeas (SPM 2016)



Jonah Wheeler (SPM 2021)

Luca Di Napoli

Analyst
Conventions Sports and
Leisure International Inc

Noah Diorio

Marketing Manager
Airwaav

Nicholas Felicetti

Video Investor
Horizon Next

Sydney Gauzza

Marketing Coordinator
Phoenix Institute of Herbal
Medicine and Acupuncture

Daniel Geraci

Assistant Account Planner
Lockard and Wechsler
Direct

Drew Hurley

Security Coordinator
Washington Nationals

Sarah Incerpi

Coordinator of Programming
and Scheduling
Fox Sports

Rhett Kahny

Inbound Copywriter
Stream Companies

Melissa Kerner

Corporate Partnerships
Sales Assistant
Playfly Premier Partnerships

Ethan Kimmel

Growth Marketer
Bought By Many

Nicole Kittay

Revenue Operations Trainee
Atlanta Hawks

Jacob Kleban

Coordinator of Business
Development
Athletes First Partners

Seth Kourpas

Relationship Banker
JPMorgan Chase and
Company

Zachary Kushell

Sales Associate
Harris Blitzer Sports and
Entertainment

Adam Lehrman

Rotating Assistant
William Morris Endeavor
Entertainment LLC

Alec Minick

Ticket Sales and Event
Operations Intern
Professional Fighters League

Connor Monzo

Specialist, Premium Sales
and Service
New York Yankees

Aaron Morrow

Contest Producer
fuboTV

Adam Newman

Research Analyst
Playfly Sports LLC

Jonathan Ochstein

Real Estate Agent
Marcus and Millichap

Alexandra Olnowich

Professional Athlete
National Women's Hockey
League

Jacob Patalino

Assistant Manager of Carrier
Sales
MoLo Solutions

Francis Petrillo

Traveling Operations
American Junior Golf
Association

Matthew Pignatella

Account Executive
DKC

Brandon Pollack

Analyst
William Hill PLC

Hunter Pomerantz

Co-Founder
The Players Trunk

Leah Riccolo

Sales Development
Representative
Insider Intelligence

Alexander Rosenbaum

Guest Experience
Coordinator
Nashville Predators

Jake Rosone

Integrated Strategist of
Business Solutions
Horizon Media, Inc.

John Ruggiero

KYC Analyst
Evolve Bank and Trust

Maxwell Santos

Coordinator or Partnerships
Services
Learfield IMG College

Justin Saxe

Sales and Activation
Coordinator for Global
Partnerships
The Anschutz Entertainment
Group

Nikki Scala

Fan Experience and Special
Events
Cleveland Browns

Shanthi Sepe-Chepuru

Alerts and Research Editor
Major League Baseball

Kelsey Smith

Real Estate Agent
Coldwell Banker Real Estate
Corporation

Ricki Sperry

Digital Services
Representative
NBC Universal Media LLC

Stephen Steiger

Linear Account Coordinator
WarnerMedia

Alexandra Trager

Key Accounts Associate
Islide

Jordan Tyler

Business Development
Associate
Edufficient

Montana Tyrus

Account Executive, Growth
Properties
BSE Global

Matthew Voytko Glazer

Lateral Recruiting
Coordinator
Kand L Gates LLP

Bailey Ware

Partner Development
Representative
EAB

Evan Weinberg

Retention Marketing
Coordinator
William Hill PLC

Declan Wright

Underwriter
CNA Insurance

Renny Zucker

Chief Investment Officer
Capital Y

CLASS OF 2021**Victor Allaham**

Law Student
Cardozo School of Law

Connor Bunfill

Health Stadium Fellow
University of California,
Davis

Christian Buonadonna

Licensing Quality Assurance
Coordinator
MLB Players, Inc.

Andrew Bush

Emerging Technologies
Specialist
Dell Technologies

Pin An Chen

Marketing Specialist
Support Taiwan

Daniel Cott

Client Services Coordinator
Home Team Sports

Matthew Diemand

Account Coordinator for
Corporate Sponsorships
National Football League
Group

Katherine Eliou

Partner Marketing Manager
Revvy

Karis Felton

Sales Associate
New York Yankees

Tasha Getten

Assistant
Creative Artists Agency

Oliver Glavin

Client Success Associate
Gartner Inc.

Jianghui Hu

Business Development
Manager
DTK Sports

Caroline Johnson

Executive Assistant
The Montag Group

Emani Jones

Baseball Analytics Intern
Wasserman

Max Josef

Graduate Student
Georgetown University

Ruth Kaiser

Basketball Operations Intern
Milwaukee Bucks

Jonah Kane

Marketing Assistant
Syracuse University

Josephine Kiesel

Events
Deutsche Sport Marketing

Hannah Kuo

Sponsorships Specialist
Allegiant Air

Slater Lazar

Inside Sales Representative
New York Mets

Nicolas Lemaire

Alternative Investments
Analyst
J.P. Morgan

Charles Levison

Agent Associate
The Harry Walker Agency

Jack Lovalvo

Golf Operations
Pacific Dunes

Samuel Low

Community Engagement
VISTA at Good Sports Inc.

Jordan Lucero

Social Media Department
Manchester United

Cayne Mandell

Ad Sales Marketing
Coordinator
Sinclair Sports Group

Matthew Masi

Law Student
Brooklyn Law School

Matthew Mccabe

Assistant Product
Coordinator
Fanatics Inc.

Kaitlynn Miller

Strategic Partnership
Coordinator
Washington Football Team

Jonathan offit

Defensive Quality Control
Coordinator
Valparaiso University

Marc Orlin

Chief Executive officer
Super Fan Sports Fundraising
LLC

Jenna Parker

Assistant Account Manager
Genesco Sports Enterprises

Andrew Perodeau

Customer Service
Loud And Live

Michael Powell

Equipment Intern
Buffalo Bills LLC

Andrew Prisco

Content Analyst
Rookie Road

Samoya Ricketts

Account Manager
Google LLC

Emily Rubinshteyn

Associate
Harry Walker Agency

Simone Nico Saputo

Strategic Partnerships and
Business Development
CF Montreal

Ethan Schimel

Customer Experience
Associate
DraftKings

Dylan Schwartz

Programmatic Associate
SSCG Media Group

Kristen Siermachesky

Graduate Student
University of North Carolina

Erica Sosman

Sales Assistant
WarnerMedia

Jayson Staiger

Content Analyst
Rookie Road

Colin Taylor

Sales Coordinator
SportsNet New York

Benjamin Theytaz

Business Development
NBA

Jonah Wheeler

Partnership Activation
Assistant
Pittsburgh Steelers

Aidan Wisher

Business Development
Representative
Acquia

Jordan Wolfson

Sales Associate
CollectibleXchange

CLASS OF 2022**Ian Benepe**

Inside Sales Representative
Major League Baseball

Benjamin Bochner

Partnership Alliance
Executive
The Millennium Alliance

Ryan Charles

Partnership Marketing
Coordinator
WWE

Devan Dachisen

Sponsorship and Activation
Trainee
MKTG

Ryan Dilts

Marketing and Promotions
Intern
Embry-Riddle Aeronautical
University Athletics
Department

Caroline Dorfman

Product Analyst
Champion Brands

Rachel Duke

Communications Intern
USA Gymnastics

Joshua Eimbinder

Department Assistant
United Talent Agency

Whitaker Ellis

Sports Marketing Director
Lucra Sports

Joseph Eovaldi

Master's student
Syracuse University iSchool

Jacob Erman

Business Development
Representative
AtScale

Jared Foster

Sports Marketing Associate,
Client Relations
7X Media

Spencer Frybergh
Inside Sales Consultant
Charlotte Hornets

Luca Giacobbe
Executive Assistant
The Montag Group

Connor Howard
Partnership Strategy
NASCAR

Victoria Kelly
Law Student
Ave Maria Law School

Peri Lamkin
Operations Assistant
Guaranteed Rate Inc.

Blake Miller
Utah Jazz

Margaret Monzo
Membership Services
Specialist
TPC Sawgrass

Danielle Parr
Account Executive
Grit Player Services

Jamie Rosh
Account Coordinator
starpower

Bryan Schwab
Digital Marketing
Coordinator
Van Wagner Sports &
Entertainment

Brandon Silva
Sales Associate
New York Jets

Elizabeth Snyder
Volunteer Coordinator
Par 5 Group

Warren Yermack
Inside Sales Associate
New York Yankees

SPORT VENUE AND EVENT MANAGEMENT

CLASS OF 2013

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

Monica Byron
Receptionist/Paralegal
Kenny Leigh and Associates

Melissa Carlson
Real Estate Agent
Harry Norman, Realtors

Evan Firestone
Operations Analyst, Trust
and Fiduciary Services
Boston Private Bank and
Trust Company

Maureen Higgins
General Manager of Suites
Levy Restaurants

Katherine Hills
Office Coordinator
Syracuse University

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

Richard Ricco
Technical Logistics Assistant
National Broadcasting
Company Inc.

Kathleen Rudy
Special Projects Manager
EngageMint

Jordan Upmalis
Marketing Content
Consultant
Onlife Health

CLASS OF 2014

Chari Bayanker
Senior Live Operations
Production Manager
Sweet

Danielle D'Arcy
Ticket Seller
New York Yankees

Emily Fiorini
Festival Manager
Spartan Race Inc.

Taylor Jackson
Director, Account
Management
Dynata

Sierra Lever
Label Relations Manager,
Hip-Hop/Rand B
Amazon

Elissa Perlo
Medical Assistant
Dartmouth-Hitchcock

Julie Rising
Athletic Game Operations
Manager, Boise State
Athletics
Boise State University

CLASS OF 2015

Emily Bracken
Conference Manager
Lincoln Healthcare
Leadership

Justin Brown
Senior Account Executive
Boston Celtics

Jordan Bryant
Senior Analyst
Innocean Worldwide Inc.

Hannah Davidson
Administrative Assistant
Progressive Insurance

Lauren Davis
Events Production Manager
Syracuse University

Kristen Denick
Physician Relationship
Manager
Oswego Health

Emily Dumas
Wholesale Director
The Investor Hub

Fei Gao
Associate Professor
China University of Political
Science and Law

Hanqing Li
Lead
Walt Disney Company

Jason Lublin
Computer Science Teacher
Jesuit High School



Sport Management director Michael Veley (middle) met with Department of Sport Management alumni working in Las Vegas for the NFL's Raiders and Allegiant Stadium, including Chris Sotiropoulos (SPM 2010), Jack Wentzell (SPM 2014), Jessica LaRoussa (SVEM 2018) and Mike Kravec (SPM 2010) (from left).

Victoria Sloan
Conference Operations
Coordinator
Blavity Inc.

Wendong Sun
Account Manager
Spark

CLASS OF 2016

Keith Hines
Marketing Project Manager
University of North Carolina
at Chapel Hill

Riley Johnson
Assistant Coach
Hillsdale College

Mingtao Liu
Supervisor
China Resources Culture
And Sports Development
Co., Ltd

Carolyn McCaslin
Client Services and Meeting
Coordinator
NCM Associates

Jordan Peters
Licensed Realtor
Coldwell Banker Faith
Properties

Brian Phillips
Stadium Operations Director
Buffalo Bisons

Elizabeth Pils
Senior Employment Security
Clerk
New York State Department
of Labor

Aaron Rudy
Assistant Director for
Marketing
Dartmouth College

Daniela Tartaro
Adjunct Professor, Sports
Marketing
Le Moyne College

CLASS OF 2017

Sean Banno
Coordinator, Facilities and
Operations
Brown University

Rachel Chulock
Sports and Events Manager
Special Olympics

Kelly Johnson
Associate Director
Syracuse University

Kensuke Nakata
Manager of Sports Business
Dept
Amuse, Inc.

Candace Sena
Event and Experience
Coordinator
Buffalo Bills

Kaili Zhang
Project Manager
SECA Worldwide

CLASS OF 2018

Fergus Barrie
Senior Marketing Manager
Sports Direct

Brett Burke
Concessions Manager
Professional Sports Catering

Peng Han Chen
Residential Mentor
IMG Academy

Jessica LaRoussa
Assistant Manager,
Corporate Events
Allegiant Stadium

Brendan Marks
Account Manager
Apex Systems Inc.

Kevin Martuscello
Technical Events Manager
ASM Global

Arek Olson
Assistant Director, Facilities
and Events
Lehigh University

Anna Vergara
Suites Service Coordinator
Legends

Anna Zorn
Operations Manager
ASM Global

Chengji Zuo
Event Planning Coordinator
Haidian Education Foudation

CLASS OF 2019

Lia Bruno
Recreation Director
Omega Gymnastics and
Cheer

Marisa DuVal-Carpenter
Facility Operations Manager,
Athletics
University of Louisville

Yaohui Paul-Wei
Sports Club Coordinator
Syracuse University

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

Baylee Wallace
Account Executive,
Experiential
Engine Shop

Janelle Williams
Partnerships Manager
Association of Volleyball
Professionals Inc

Whisper Fisher
Social Media Manager
Alston For Athletes

Drew Hurley
Security Coordinator
Washington Nationals

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

Hannah Gigliotti
Assistant Manager, Athletic
Events and Facilities
Towson University

CLASS OF 2020

Shaun Belbey
NBA Skills Coach
Shaun Belby Basketball

Hallie Caruthers
Student Navigator
University of North Texas
Health Science Center

Madison DeRita
Career Manager
XPG Recruit

William Marshall
Customer Operations Agent
FanDuel Inc.

Jake Pickard
New York City Market
Manager
SponsorUnited

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

Michael Okin
Client Services
Representative
ANC

Kyla Robinson
Public Relations Coordinator
Jackson Spalding

Guzal Yusupova
Tennis Professional
Sportime

CLASS OF 2022

Colby Barker
Event Manager
The Game Development
Sports Complex

Camryn DeLucie
Ticket Operations Intern
Baltimore Ravens

Tobi Joshuasville
Postgraduate Intern, Men's
Basketball Championships
NCAA

Julian Santiago
Junior Associate
Scrappy Capital

Annual job-shadowing program held virtually in 2022



The department of Sport Management's fourth annual Students and Professionals Meet (S.P.M.) Week was held virtually January 10-14, 2022. During winter break in both 2019 and 2020, students job shadowed alumni in their geographical location for a day, but due to the COVID-19 pandemic, S.P.M. Week was held virtually in 2021 and 2022. 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.

"S.P.M. Week allows students the opportunity to network with alumni in different parts of the sport industry," said Peri Lamkin '22. "The meetings are really engaging with activities for us to participate in. I enjoyed going to this virtual event for two years because it gave me the tools to network for an internship with one of the alumni panelists."

Twenty-two sport management, sport analytics and sport venue and event management students took part in the week-long series of online workshops.

Our hope is that 2023 will allow students to resume in-person job-shadowing. We are incredibly thankful for the alumni who participated in S.P.M. Week 2022. If you are interested in learning more about this program and how you can get involved next year, email mchetney@syr.edu.

The nine workshop topics were:

- **Social Responsibility/Justice:** co-hosted by Eileen May-West (SPM '10, Wasatch Adaptive Sports), Hanna Sanford (SPM '16, Seattle Seahawks) and Max Levitt (SPM '11, Leveling the Playing Field)

- **Agency: Marketing/Promotions/Advertising/NIL:** co-hosted by Meghan Grassadonia (SPM '17, Excel Sports) and Brett Polinsky (Whitman '17, Rubicon Talent)
- **Agency: Corporate/Brand Partnerships and Sponsorship:** co-hosted by Iain McWhirter (SPM '13, CAA), Alyssa Wood (SPM '15, MKTG) and Becky Bruce (SPM '13, JPMorgan Chase Sports and Entertainment)
- **Sponsorship/Activation/Hospitality:** co-hosted by Gordie Taylor (SPM '10, Implus) and Ian McFate (SPM '08, Aramark)
- **Behind the Book: Sports Gambling 101:** co-hosted by Jack Van Erman (SPM '17, Golden Nugget Online Gaming), Adam Israel (SPM '19, BetMGM) and Will Dalton (SAL '19, BetMGM)
- **Business Development and Operations:** co-hosted by Jocelyn Nowak (SPM '14, Perx Health) and Marc Orlin (SPM '21, Superfan Fundraising)
- **Analytics Mock Case Competition:** co-hosted by Josh Katz (SAL '19, Baltimore Ravens), Justin Perline (SAL '19, Pittsburgh Pirates) and C.B. Garrett (SAL '19, New York Liberty)
- **Event Management/Facilities:** co-hosted by Arek Olsen (SVEM '18, University of Arkansas), Paige Hammond (SVEM '18, Milwaukee Bucks) and Jessica LaRoussa (SVEM '18, Allegiant Stadium)
- **Communications: Social Media/Content and Digital Marketing:** co-hosted by Olivia Lavelle (SPM '19, Cleveland Guardians), Carlos Ruiz II (SPM '13, MLB) and Sam Knehans (SPM '13, Sun Belt Conference)

Event features Sport Management alumnae in NFL

Cady Langdon and Angela Marsh-Coan were involved in sports in high school, wanted to pursue a career in sports, and are now working in dream jobs for the most popular professional sports league in the world, the National Football League.

But for Langdon and Marsh-Coan, both graduates of the Sport Management program at Syracuse University's Falk College of Sport and Human Dynamics, that's not the best part of their journey. The best part, they say, is that through their NFL jobs—Langdon as health and safety senior coordinator and Marsh-Coan as social justice coordinator—they are making a positive impact on countless lives.

"Since I started working with player health and safety (in 2017), I feel my work is impacting the game and the players' lives and making a safer game for fans who get to see the players they love on the field rather than on the sideline," says Langdon '16.

Marsh-Coan works for the NFL's "Inspire Change" initiative that supports social justice programs and provides funding for organizations that assist communities that have been historically underrepresented and excluded.

"I enjoy what I'm doing, I'm getting to make an impact, and the fact that this role and opportunity even exist says a lot about the commitment that's being made to this initiative," says Marsh-Coan '18.

Langdon and Marsh-Coan returned to Falk to discuss their prominent NFL positions during a "Sport Management Alumnae in the NFL" panel discussion in Fall 2021 as part of the fifth annual Sport Management alumni event, "SPM Alumni in #SportsBiz: Now We're the Pros."

The panel discussion highlighted several Falk female alums who are working for the NFL or with NFL teams.

Other members of the panel included Hannah Sanford '16, community engagement manager for the Seattle Seahawks, and Jordyn White '17, public relations specialist for the NFL (White majored in communication and rhetorical studies in the College of Visual and Performing Arts and minored in sport management).

Other Falk alumnae working in the NFL include Lori Robinson '09, player engagement for the Baltimore Ravens; Kaitlynn Miller '21, coordinator of strategic partnerships for the Washington Football Team; and Caroline Davis '20, a marketing associate for the NFL based in Los Angeles who's pursuing her



Angela Marsh-Coan

master's in communication and media studies from Syracuse University's Newhouse School of Public Communications.

"Since the inception of our program, we've cultivated opportunities for our female students to become change agents in sports. As we celebrate the 50th anniversary of Title IX, I could not be prouder of the accomplishments of these pioneering women working in the NFL," says Michael Veley, founding director and chair of the Department of Sport Management.

The keynote speaker for the alumni event was

Deidra Maddock '97, vice president of sports brand solutions, Disney Advertising Sales for the Walt Disney Company and an advisory council member for the Department of Sport Management.

Helping to Create Change

While in high school in Washington, D.C., Marsh-Coan was a student manager for sports teams and that sparked her interest in sport management. She attended an open house at Falk and was sold on the idea that Falk offered the support of a small liberal arts college while providing the excitement of a larger university.

"I worked as a marketing intern for (Syracuse) basketball and football games, while also serving as the community service chair for the Student African American Society," Marsh-Coan says. "When I graduated, I realized I could pursue both my interests in sports and my passion for community engagement."

Marsh-Coan worked for the NBA's Washington Wizards and Atlanta Hawks before joining the NFL in November 2020. The timing was right for Marsh-Coan as the "Inspire Change" initiative took on added importance in the wake of the social and cultural unrest that was occurring throughout the world.

Keeping Players Safe

Langdon, who's from Westchester County, N.Y., in the Hudson Valley, wanted to transfer for her junior year of college and had Syracuse at the top of her list.

Langdon, who played soccer in high school, was accepted into the Sport Management program and jumped right in by joining the Sport Management Club and participating in fundraising events such as the Annual Charity Sports Auction. She spent the summer and fall of 2016 on her Capstone Project with the NFL's Buffalo Bills as a graduate assistant member of the events and guest experience staff.

"I was able to meet great speakers at Falk from many professional sport leagues who I'm still connected to, and in my classes we covered ticket sales, marketing and all the areas you can get into in sports," Langdon says. "My Capstone with the Bills came through the help of Syracuse internship coordinators and staff who have so many connections."

Making a positive impact through their NFL positions isn't the only thing that Langdon and Marsh-Coan have in common. Their messages to students during the Oct. 15 alumni event was similar: Find out what you want to do and go for it.

"It's OK to get a job in one area and switch to another," Langdon says. "I started in events with the Bills and then broadcasting and now health and safety, so you don't have to feel you're stuck in one position for the rest of your career. Sports provides you many opportunities to dive into different areas."

Since this story was published in Fall 2021, Cady Langdon left her job with the NFL and now works as a Brand Manager at the Spring-Hill Company.



Cady Langdon



Kaitlynn Miller

Alum works on sustainability plan for SU Athletics and the Stadium

Yuqi (Ruby) Liu G'21 decided to pursue an internship with Syracuse University's Sustainability Management Office after attending a guest lecture on sustainability in the sport industry.

"Sports teams and stadiums play a vital role in educating and encouraging people to be more aware of sustainable lifestyles and protect the planet for future generations," said Liu, who graduated with a master's degree in Sport Venue and Event Management from the David B. Falk College of Sport and Human Dynamics in 2021.

As a student intern in Spring 2021, Liu collaborated with the Atlantic Coast Conference (ACC) Sports sustainability team—sustainability and athletic staff and student-athletes across the 15 ACC schools—to help Syracuse Athletics and the stadium become more sustainable.

Meg Lowe G'18, SU Sustainability Coordinator, who has been working with the team since its inception in 2018, invited Liu to monthly meetings where she met her counterparts at the other universities and learned about the larger goals of the group.

"Working hands-on with the sustainability office and the stadium during my internship, I learned skills like communication and collaboration, which are essential to leadership and that I can apply to my career," Liu said.

With the help of a fellow undergraduate intern, Liu created a sustainability

strategic plan, which involved reaching out to other schools with active sports sustainability programs to determine the best approach for incorporating sustainability into Syracuse University Athletics.

Liu also collaborated with stadium



Sport Venue and Event Management graduate Yuqi (Ruby) Liu '21 collaborated with Syracuse University Stadium management to expand the current sustainability program.

management to expand the current sustainability program—which comprises composting food waste from the kitchen; recycling bottles, cans and cardboard; and donating leftover food to a local organization—to include composting waste from the concession stands.

"The composting program needed many

departments to collaborate and change their current system to make it happen," Liu said. She extended her internship with the stadium over the summer, working hard to begin the composting program in time for the first football game of the season. "We are trying to grow it as big as possible."

Liu cites planning, execution and accountability as some of the many abilities she honed during her student-internship experience.

"Working hands-on with the sustainability office and the stadium during my internship, I learned skills like communication and collaboration, which are essential to leadership and that I can apply to my career."

Lowe is impressed with Liu's progress.

"The work Ruby completed has become the groundwork for creating a sports sustainability program here at Syracuse. This plan is a roadmap that other Falk sport management students can continue to develop. This will serve as a guide for Syracuse and other ACC schools," Lowe said, adding that she plans to build upon that foundation and create more integration between the Department of Athletics and Sustainability Management. "Our students have very diverse backgrounds and bring unique perspectives on solving problems and elevating our sustainability programs on campus."

This story was originally published on December 7, 2021.

Meet Cody Barbuto '19, Chief Operating Officer, United Auto Supply of Syracuse

Transferring to Syracuse University in 2017 will always be the best decision I have ever made. As soon as I heard about SU's new Sport Analytics program, I knew that was what I wanted to do. Over the course of my two and a half years at Syracuse, I made lifelong friends and met lifelong mentors.

While at Syracuse, I conducted analytics for the men's basketball team, traveled to nationally known conferences, and ultimately grow into a better version of myself.

My fondest memory was presenting my research to the Sport Management Advisory Council during my sophomore year. College benefactor David Falk challenged me throughout my presentation, asking different types of questions. When I finished presenting, one of the Advisory Council members stated, "You just went toe-to-toe with David Falk for 20 minutes, I think you are prepared for



anything now." Mr. Falk and I proceeded to have a 30-minute conversation after the presentation about basketball. That relationship carried throughout the rest of my time at Syracuse and still stands today.

Four students were part of the inaugural Sport Analytics Class of 2019, each accepting a position in the sports industry right out of college. I was fortunate to be offered a position with Kraft Analytics Group, where I quickly found success because of my SU Sport Analytics degree. I then moved on from the sports industry to work at United Auto Supply as a Business Intelligence Analyst and now as the Chief Operating Officer. My role has grown within the

company largely due to my experiences at the University and thanks to Professor Rodney Paul, Professor Michael Velely and Sport Analytics advisor Francesco Rivero. I'm thankful to so many people at the University for preparing me for the opportunities I have today. Go Orange!

Sport Management Sport Analytics Sport Venue and Event Management

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2021-2022 Newsletter

Syracuse University
David B. Falk College of Sport and Human Dynamics
Department of Sport Management
402 MacNaughton Hall
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Students in the Sport Analytics Learning Community attended a Syracuse Mets game in Spring 2022. Recognized by U.S. News and World Report as a top 20 learning community program, first-year students in Syracuse University Living Learning Communities have a signature living experience shaped by connection and community with students who share a common major or interest, faculty support, and engagement in academic and social experiences on and off campus. SU's Living Learning Community program began in 1998. Along with attending the Syracuse Mets game, the Sport Analytics Learning Community also organized various sports tournaments, participated in workshops focusing on Tableau and RStudio and met with faculty advisors.