

Syracuse

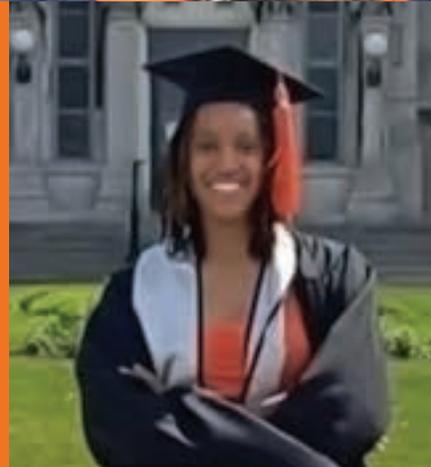
Sport Management • Sport Analytics

2019-2020 Newsletter



Persevering Through 2020's Challenges

How our students, faculty and alumni embraced virtual learning, remote employment



Persevering Through

How our students, faculty and alumni embraced virtual learning, remote employment

We welcomed a new decade with innovative ideas and graduated our largest class of students in May 2020, but even with the excitement surrounding major milestones, this new chapter did not unfold as we - or anyone - had planned.

We persevered through a pandemic and we could not have done it without the unwavering commitment from our Sport Management faculty and staff, the understanding and flexibility of our students, the guidance from Falk College and Syracuse University leadership, and the loyal support of our alumni and advisory council members.

So many of our events, trips, conferences, presentations, lectures and internships were canceled or cut short, including senior Capstones, graduate practicums, Los Angeles Immersion, Syracuse Sport Business Conference, Berlin Sport Analytics

Faculty adapt from classroom instruction to online teaching

Undergraduate director Dr. Gina Pauline

The Spring 2020 semester brought an unexpected challenge that no one saw coming. Think about it, 20 years from now, we will look back on this year and say, "Remember when you were quarantined at home for months and everything was shut down due to a global pandemic?" Everyone will look back and reflect in different ways. While there were a lot of struggles, a lot of positives occurred both personally and professionally. The graduate students I taught worked for the entire academic year to plan a charity golf tournament and dinner to be held in May 2020. I was so proud of their hard work, and then heartbroken when the event could not be held. I realized it was time to look ahead and figure out a strategy for the students to continue to develop their skills while also leaving a legacy by putting the event materials together so the next cohort of Sport Venue and Event Management students could carry out their efforts and host the event when the time is right. Despite the challenges and frustrations, the students overcame obstacles and set up the next group for success. I learned a lot about teaching online as well as ways to improve engagement of the stu-

dents both online and in person. I also experienced the challenges of being a full-time working mother with three kids at home who were also learning remotely. It was a juggling act for sure! We all came out stronger in the end and I'm proud of my family, our students and everyone in the department who worked together in these difficult times.

Assistant teaching professor Dave Meluni

As we approached Spring Break in March 2020, there was a feeling we may not return to campus. Turns out the feeling was right. Pre-COVID-19, in an effort to keep my students engaged, I began to use a free online program called Poll Everywhere in February 2020, which allows the professor to ask a question and students can text responses in a word cloud format. Once online, this resource worked perfect, as we would analyze sponsorship initiatives of brands by watching television commercials, then use Poll Everywhere to discuss, allowing students to engage no matter where they were. Teaching synchronously at the regular time of class worked well, even though we had a few students in



Sport Management faculty and staff (shown here in 2019) adapted to teaching online and working remotely during part of the Spring 2020 semester and in Summer 2020.

2020's Challenges

Symposium, New England Immersion, and the Sport Venue and Event Management Charity Golf Tournament, not to mention all Summer 2020 Syracuse Abroad trips, including SPM's Australia: Sport, History and Culture three-week course. Our students came home early from their study abroad programs in London, Madrid, and Florence, among many other foreign countries.

COVID-19's impact on higher education worldwide was unprecedented. As we embark on a new semester and the unknown of what lies ahead, we are confident that all Syracuse University students, faculty and staff will work together for the best possible outcomes and to achieve success both in and out of the classroom. During this time, we have all learned a lot about ourselves, both personally and professionally, and can use this new knowledge to build on.

The spirit of Falk College has never shone brighter, and we are honored to share these stories of virtual learning, remote employment and perseverance on the following pages.

different time zones, but they embraced the change. I asked for student feedback each week as we adapted to teaching 100 percent online via Zoom or Blackboard Collaborate Ultra. Class projects were exceptional! Students learned how to meet via Zoom on their own to prepare and then present to the class online using screen sharing. It also prepared them for future online job interviews. Also, to keep our students engaged outside of the classroom, I began a weekly Zoomcast series called "In the Grove," which featured sport industry professionals who spoke on different segments, including sponsorship, branding, youth sports, broadcasting, player development, ticketing, and facility operations, among others. COVID-19 forced people worldwide to adapt to change, whether it was in the office or classroom, in professional leagues or right here in Central New York youth sports.

Internship placement coordinator Nicole Cost

It has been incredibly uplifting for me as an advisor of the Women in Sports and Event (WISE) Club to see the women continue to meet weekly via Zoom since their semester on campus was cut short. Though they were unable to create and carry-out their fundraising and event plans in the spring, they met at the same time they would have met on campus every week while at home, organizing various alumnae and industry speakers to join via Zoom. This organization means so much to members and it is evident through their dedication and commitment. They are our future industry leaders and surely have bright futures ahead.

Associate professor Dr. Patrick Walsh

When we found out the spring 2020 semester would be transitioning online, there were many unknowns which certainly caused anxiety for

both students and professors. During this time, I found it was particularly important to listen to the students, empathize with their current situation and environment, be flexible, and to seek out best practices in online education. This forced faculty to be creative to adjust course content, delivery, and assignments to more effectively meet course objectives in an online environment. Despite the challenges, our students rose to the occasion. I was very happy with how the students responded, and found they were very engaged online, and in some cases even more engaged and comfortable than normal. Ultimately, I think teaching online allowed faculty to see some alternative capabilities with technology and teaching methods that can be incorporated into in-person classes going forward.

Assistant professor Dr. Justin Ehrlich

In sport analytics' computer programming classes, there is a need for group discussion and group activities, as well as one-on-one sessions to teach the students in an iterative manner. Each student learns at a different pace, and has questions at different times, so a lab setting is certainly the most productive learning environment. However, the shift to an on-line experience went smoothly since it was midway through the semester and by that time, the students were well beyond the fundamentals. While students certainly learn better in a lab setting, Zoom was a helpful replacement, as it allows screen sharing between both the student and professor. Students found the asynchronous format of lectures helpful as it gave them control over the pace of learning. Moving forward, I plan to incorporate asynchronous lectures in my courses, which will free up class time for group discussion and interaction.



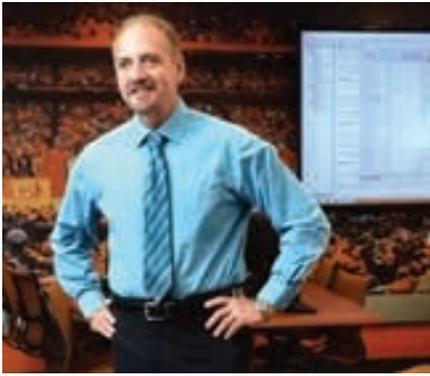
Student organizations, such as the Women in Sports and Event (WISE) Club, met via Zoom or other virtual platforms when COVID-19 forced the closure of campus and classes to be taught online.



A weekly Zoomcast series called "In the Grove," which features sport industry professionals speaking on different topics impacting the industry, was created to keep students engaged with the department after they left campus.



Due to COVID-19 restrictions on campus, Sport Management seniors took part in virtual Capstone presentations in May 2020.



At the beginning of this decade our faculty and staff embarked on a strategic planning initiative we called “2020 Vision,” aimed at positioning our program for the year 2020 and beyond. No one could have imagined a global pandemic that would force the closing of classroom instruction and all courses being shifted to online teaching in the middle of a semester. We had to be resourceful, and our faculty, professional staff and students met the challenges by exhibiting creativity, innovation, and open mindedness.

We will undoubtedly be challenged in the foreseeable future until a vaccine is created and globally distributed. Until then, we pledge to deliver the best educational experience possible that prepares our students for the new and ever-emerging world of sports that will undoubtedly be re-shaped by this public health crisis. We must thoroughly prepare our students to meet these -- and a host of other challenges -- with knowledge, critical thinking, thoughtful conviction, and visionary foresight.

Our senior class never envisioned their final semester of college would end so abruptly, both academically and socially. None of us did. Nearly all students on Senior Capstones were forced to complete their academic requirements online or work remotely. There was no convocation. No graduation. No sports. Sports remain a great metaphor for life’s difficult lessons. It

was through athletics that many of us first came to understand that the ability to achieve something special, surprisingly, lies within. San Antonio Spurs head coach Greg Popovich said, “The measure of who we are is how we react to something that doesn’t go our way.”

COVID-19 has not been the only major disruption this year. In recent months we have also experienced a sweeping social justice movement directed toward eradicating racial injustice and enacting positive social change for all people of color. 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. Now, more than any time since the inception of our department, I ask all of you, past, present and prospective students, faculty and staff, Advisory Council members, Emerging Leadership Council and supporters of the program to unite behind this movement.

From Jackie Robinson to Mohammed Ali to Colin Kaepernick to Michael Jordan, the sport industry has helped raise social consciousness, created opportunities for Blacks and under-represented ethnicities and gradually helped change the sports culture in a positive direction. While progress is being made, further education can be an effective change agent. I hope you will join our department in making a vigilant commitment to enhance race relations in our department, College, community, and country.

The Department of Sport Management stands in solidarity with our students and fellow faculty and staff who have been affected by acts of violence and hatred. We unequivocally condemn these and all acts targeting any minority group, whether on our campus or in our society.

We are committed to working toward the systematic change required to create a university community - and society - that embodies social justice, equity, and inclusion. We are committed to working toward creating a campus community where we all feel a sense of welcome and respect.

Since our inception, Sport Management students have been affecting positive social change in our community with civic engagement, fundraising and volunteerism, a hallmark of the program and Falk College. Our alumni continue to “pay it forward” by supporting our students and the program they helped to establish and build. Together we are affecting change and making a difference, but more is needed.

There is a depressed job market and the sports industry -- like nearly all sectors of the economy -- is going to take several months to recover from its economic hardships and financial losses.

To our Class of 2020 graduates and alumni who have been furloughed or had their jobs eliminated, persevere! Getting a job parallels sport. It is about skill, timing, and positioning. Accept that denial and failure are part of that short-term process. But remember, if you are not hired for a specific job or internship, “NO” is only a temporary pause in your life. NO really means Next Opportunity.

You cannot script your life and ALL of us are experiencing that presently. It is you vs. you. Everyday. Always has been. Always will be. Battle through this temporary challenge. Your career is about offense. You will not reach your potential by being passive and playing defense. Don’t be afraid to go out on a limb. That is often where the fruit is.

To our alumni: When public health conditions allow visiting campus, attending our alumni functions, or guest lecturing in a class, we welcome you with open arms. Our students are anxious to hear about your journey to success and we welcome your involvement.

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

Sincerely,

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



From our Dean...

A global health crisis has caused us to reflect and focus on our health, our relationships and serving our communities. Our attention is also focused on racial justice and positive social action for change. The collective Falk College community is united in its guiding values of social responsibility and social

justice. The faculty and staff in the Department of Sport Management, under the visionary leadership of Professor Michael Veley, embrace sports as a platform to instill these values in our students.

Throughout these pages you will read about social responsibility in action. I am exceedingly proud of how Falk College’s Department of Sport Management is preparing a socially responsible workforce, which is evident by our alumni leading the way in the communities where they live and work.

In recent months we have witnessed the importance of social responsibility in the sport industry, from professional athletes who have donated millions of dollars to assist with pandemic relief to leagues and team members who have utilized their platforms to lead efforts for racial and social justice. While much work remains, educating for change is seen and engaged here at Syracuse University. It gives us hope that sports will continue to be a platform for forward progress.

Falk College is built on the values of social justice, and I have every confidence that in our Falk family—students, alumni, faculty, staff, board members, and friends—we will be active and using our voices for good in the days to come.

If not us, then who? If not now, then when? We all have a role to play. Now is the time.

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

How one company president forged ahead in uncertain times

By Michael Patent

Founder and President, Culture Group
SPM Advisory Council

Greetings from Singapore, where the government has allowed us to return to work in the office, eat at restaurants, and gather with others in a socially distant way. For most of the past five months, I have been working from home and managing my business remotely.

Our company, Culture Group, is a leading boutique marketing agency with interests in China, Philippines, Thailand and Indonesia, so I am on a plane more often than not. As the reality of COVID-19 became apparent in February, I shifted my focus from expanding the business, to securing it and ensuring the safety of our most valued asset, our team of passionate young marketers across the region.

COVID-19 has been the world's largest

experiment in new habit formation, and consumers have sought out comfort and a sense of joy through the things they love most. As a result, our business has grown and we have added new employees, all of whom have had to begin their onboarding and work on Zoom!

Personally, this period has afforded me the chance to slow down, reconnect with family, friends and gain a greater appreciation for the little things. I have cooked, cleaned and enjoyed all aspects of a domestic life that I missed while crisscrossing Asia in support of our clients these past few years. While COVID-19 has been a tragic and terrible experience for many, Culture Group will emerge from it stronger.

I have just returned from a day at the office and I would be lying if I said I didn't miss working from home...



Sport industry executives lend advice to students



Charma Harris SPM '13
Talent Acquisition Coordinator, CNA

As a corporate recruiter and human resources professional, COVID-19 has had a huge impact on our recruiting process. We had to completely transition our new hire process to be conducted

remotely, and also help new employees feel connected with their teams and managers in a virtual environment. To the Class of 2020, you are joining the workforce during unprecedented times. I encourage you to remain optimistic and open to your career opportunities. Lean into the uncertainties of the sports industry and do not be afraid to take on smaller opportunities as they often lead to bigger ones. And remember, your career is a journey, so embrace all of the twists and turns along the way.



Mark Geddis
President and CEO,
Geddis Holdings, Inc.

The Coronavirus was a major setback for Super Fan Fundraising. We lost nearly our entire spring sales that represent 35 percent to 40 percent

of the annual revenue. With schools, bands and Little League coming to a complete halt - so did our cashflow. We were determined to push forward. Rather than feel sorry, I informed all staff we would stay together (no layoffs or furloughs) and focus on the future. We are full speed ahead and excited for the return of students to school and youth sports back on the field. We have a lot of hard days ahead but if we stay positive, we just might come out of this pandemic in better shape than ever.



Sandy Montag
President and CEO, The Montag Group

The global disappearance of sports that has come with COVID-19 has resulted not only in a rapid economic downfall, but unprecedented unemployment rates across the sports industry. Our company has been fortunate in being able to adapt quickly and effectively to continue operating remotely. I continue to stress the importance of face-to-face interaction, and thankfully, Zoom has been able to fill the majority of that void. Class of 2020 college graduates need to find ways to differentiate themselves by communicating effectively, getting creative and being proactive. Identify the trends and categories that will emerge as a result of the pandemic and start to get ahead of where those opportunities may live within the industry's "new normal." Stay positive, eager and busy!



Pam Hollander
Vice President of Consumer Marketing,
Allstate

We have definitely felt an impact from COVID-19. Sports sponsorships are completely disrupted with no games being played/events taking place. This is

impacting our sponsorships of soccer, basketball, football, running, and even our naming rights on the Allstate Arena. Students looking to enter the sports industry should remain optimistic. Sports is not going away and when it does return to normal, it will be rightly celebrated. Sports is a common denominator and unifier for so many. People want and need something to cheer for right now. The current situation is forcing everyone to think differently and get creative with how we can use sports to connect with fans in unique ways.

Alumni step up to help in own unique ways

Adversity challenges us to come together like never before, and for our alumni it was in the form of feeding health-care workers in New York City, rounding up supplies and PPE equipment during a global pandemic, creating a virtual professional development series for young professionals, or coordinating a social media campaign for New York's NCAA Division I basketball programs.

Andrew Arrospide '13: Feeding first responders



Arrospide began his career in the sport industry in 2013 with AEG Los Angeles. After three years, he moved to the New York City area to work as an account executive with Brooklyn Sports and Entertainment.

In 2018, he shifted careers to work in the restaurant/hospitality industry and co-founded Alfalfa, a cafe in Hoboken, NJ. Alfalfa is a wellness brand dedicated to sprouting and building communities that embrace a culture of healthy and sustainable living.

"I decided to take my shot in the entrepreneurial world by starting a restaurant with my best friend," Arrospide said. "We opened our first brick and mortar in 2019, after learning from the ground up, starting as a local vendor at a farmers market in 2018. The past year has been incredibly successful for us, and our concept has been well received in the community. Then COVID-19 forced us to close, but we were still able to raise money to feed first responders in our community."

Kylee Haggerty '14: Seeking PPE



Haggerty is a programming manager with Casper, a New York City-based sleep startup working to awaken the power of a well-rested world. Haggerty, who is

based in Brooklyn, led efforts for people to donate Personal Protective Equipment (PPE) to healthcare workers.

Ben Horwitz '17: #TeamNewYork



Horwitz, who served as a graduate manager for the Syracuse University men's basketball team during the 2019-20 academic year, combined with Andy

Borman, the executive director of the New York Rens AAU program, to coordinate a social-distancing social media campaign featuring the men's and women's basketball coaches at each of the 22 schools with NCAA Division I basketball programs in New York State.

After graduating in 2017, Horwitz spent one year as an assistant basketball coach at Post (Conn.) University before returning to campus to work on a master's degree in SU's School of Education.

There are 44 coaches participating in the campaign, each using their own social media platforms to share public health guidelines to prevent the spread of COVID-19. The coaches are using the #TeamNewYork hashtag on Twitter, Instagram and Facebook.

"We realized the influence these coaches have in their communities," Horwitz said. "When you look at all the coaches in the state and you realize everything they do individually for their communities, you realize the impact they can have in a situation like this."

(The Syracuse Media Group contributed to this report).

Matthew Rose '15: #ExperienceGood



Rose is a manager of creative strategy at CSM LeadDog, a leading consulting, marketing solutions and brand experience company. Rose, who is based in New York City, helped launch the #ExperienceGood digital hub to help industry professionals move onward during and after the COVID-19 pandemic. More than 21 agencies have since joined the effort.

Tiffer Valente '12: #BeatTheVirus



Valente is the chief operating officer of Beat The Bomb, an immersive video game experience where guests must conquer levels to earn more time on the clock before a paint bomb explodes. During COVID-19, the Brooklyn, NY-based Beat The Bomb began a campaign called #BeatTheVirus. The company built an online computer game and sold t-shirts to raise awareness and funds for New York City health care workers and hospitals. This turned into an online tournament streamed on Twitch.

Beat The Bomb also donated all of its Personal Protective Equipment (PPE) normally used for customers to hospitals in the New York City area.

Capstone curveball preps senior for sport industry future

By **Shanthy Sepe-Chepuru**
SPM Class of 2020

During the Spring 2020 semester, while I was completing my Senior Capstone as a media relations intern with minor league baseball's Pensacola (FL) Blue Wahoos, COVID-19 hit, shutting down the sport industry and putting the Wahoos' season on hold.

The transition was abrupt. Less than two weeks before, we hosted a college baseball tournament, where I acted as a cameraperson, scoreboard operator and game photographer.



When COVID-19 hit, we had just entered the final stages of our Opening Day preparations. My primary projects were all intended to be finalized by our April 9 opening, including rebuilding and managing the team's new website and finalizing the production of the team's 2020 Media Guide. I wrote articles and press releases, attended media events, and assisted in game-day production. We spent months working in earnest toward a finish line that, very suddenly, no longer existed.

After COVID-19 suspended the Wahoos' season and the organization transitioned to working remotely, my

Seniors on Capstone feel effects of industry shutdown

During the Spring 2020 semester, 38 Sport Management seniors worked in numerous sectors of the sport industry while completing their Capstone. COVID-19 impacted every single one of them, each in different ways. Sport Management internship placement coordinators Nicole Cost, Lisa Liparulo and Kevin McNeill guided the students through the semester as most transitioned from on-site work to remote.

“I was devastated for the seniors when the pandemic hit, especially because I know personally how invaluable the Capstone experience is,” said Cost, a 2008 graduate of the program. “As their final presentations revealed, our students are adaptable and resilient. We are immensely proud of their efforts, finishing strong academically, and staying as positive as possible throughout a really difficult experience.”

Rhett Kahny '20

Hashtag Sports

“The COVID-19 pandemic presented Sport Management seniors with the opportunity to take on a Capstone experience unlike any other. At Hashtag Sports, we transitioned from our flagship in-person conference to a virtual ‘Hashtag Sports LIVE.’ I ran the Community Spotlight web series aimed at incubating virtual networking. This presented me with the opportunity to work with the creative director of Russell Wilson’s production company, West2East Empire. This led to a strong professional relationship and I was able to pitch Wilson as a potential speaker at Hashtag Sports LIVE.”

Ricki Sperry '20

Syracuse University Athletics’ Compliance Department

“The biggest takeaway I learned from this scenario is adaptability. I went from working eight hours a day in the office, to moving back home and trying to work from there. It was difficult to pick up my life and move home while

realizing I would not be returning to Syracuse University to finish my senior year, as well as not having the graduation ceremony that all seniors worked so hard for. It is hard to stay positive in a world where the future of sports is uncertain.”

Kyle Walker '20

WarnerMedia



“It is safe to say that the Spring semester, and the Capstone experience as a whole, did not go according to plan. Although it was extremely beneficial and gave me an invaluable experience, the COVID-19 pandemic turned my Capstone and WarnerMedia operations upside down. Working from home forced everyone to navigate new challenges. As our sports properties announced the postponement or cancellation of the remainder of their seasons, we adapted to the abnormality in the sport industry as best as we could.”

Kinsey Davis-Corr '20

Hitz & Branding / Vanderbilt Athletics Department

“One of the biggest takeaways I learned while operating during a pandemic is you must have the ability to adapt to any circumstance. I found new ways to increase the abilities and ventures of projects. If you can reconstruct ideas to continue to make them viable, you will be able to handle any situation.”

Noah Diorio '20

CSM Sport and Entertainment

“I learned the importance of crisis management and how to stay active in times of uncertainty. My department continued working remotely after many of our properties had their seasons canceled. We stayed diligent and searched for new business opportunities. I learned that when a crisis occurs, continue to work hard and look forward, as it’s easier to keep a positive mindset and stay on track.”

John Ruggiero '20

XFL

“I am beyond grateful that I was able to complete my senior Capstone with the XFL. All in one semester, I was thrown right into the middle of a start-up company, helped launch a sports league and then witnessed its closing in a pandemic. Despite its end, I know I made connections and friends for life from this organization.”

Jake Kleban '20

Athletes First Partners



“I was in the middle of my Capstone with Athletes First Partners (A1P), a sales and marketing agency in New York City, when COVID-19 kicked us out of the office quickly in March 2020. A1P conducted virtual calls to keep everyone connected. Our main business is our partnership with the NBA Players Association, and despite the suspension of the NBA season, we were able to execute new deals and adjust to this new way of working.”

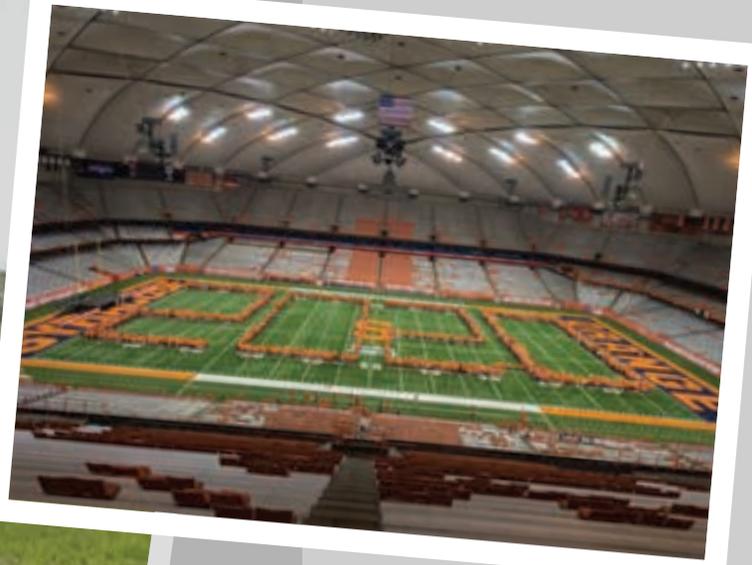
role changed significantly for the Double-A affiliate of the Minnesota Twins. I focused primarily on the website, which had to be entirely rebuilt in a new software. Shortly thereafter, I was offered the opportunity to work remotely on media relations for the Beloit (Wisc.) Snappers, the Class-A affiliate of the Oakland Athletics. For the remainder of my Spring 2020 Capstone, I rebuilt the Snappers’ website and assisted with graphic design, marketing and social media.

After graduating from Syracuse University in May 2020, I transitioned to a remote media relations role with the Snappers, while remaining in Pensacola. I now manage the Snappers’ social media accounts and website, as well as assist with the marketing for a new stadium and team rebranding.

This was obviously not the way I envisioned my senior Capstone playing out. I anticipated working closely with the media and players,

publishing my first game stories and hopefully seeing the Twins’ top prospects in action. Instead, I spent Opening Day social distancing at home, doing my best to keep the team prepared for the season to start at any moment.

While COVID-19 has brought disappointment and heartbreak for so many, the transition taught me the importance of workplace community. I saw first-hand the value of creativity and willingness to think outside the box. I never anticipated working remotely for half of my Capstone and running a media department for a team 1,000 miles away a month after graduation. I will not say it has been easy, but I am grateful for these challenges. I know this entire experience — the planned and the unprecedented — has prepared me for anything the sport industry can throw at me in the future.



Congratulations to the Class of 2020

On May 10, 2020, Syracuse University held a virtual conferral of degrees for its Class of 2020. Due to COVID-19, the planned on-campus Commencement, as well as all College-specific Convocations and award ceremonies, were canceled.

The Department of Sport Management congratulates 99 Sport Management undergraduates, 13 Sport Analytics undergraduates, and 11 Sport Venue and Event Management master's graduates who received their degrees as part of the Class of 2020.

The 2020 department Marshals were **Brandon Pollack** (undergraduate) and **Kyla Robinson** (graduate). **Connor Monzo** (SPM), **Brandon Pollack** (SPM) and **Nick Riccardi** (SAL) were named Falk College Scholars.

Twenty-four Sport Management/Sport Analytics students in the Class of 2020 graduated with honors with a GPA of 3.4 or higher. Fifteen students graduated Magna Cum Laude (GPA of 3.6 or higher) and 10 graduated Summa Cum Laude (GPA of 3.8 or higher).

The following members of the Class of 2020 graduated with double majors: **Ethan Alpern** (sport analytics/public relations); **Gareth Jobling** (sport analytics/economics); **Cameron Johnson** (sport analytics/psychology); **Kyle Liotta** (sport analytics/economics); **Nicholas Schloop** (sport analytics/economics); and **Declan Wright** (sport management/economics).

The Department of Sport Management traditionally celebrates its graduates during

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

- *Director's Award* - **Connor Monzo**
- *Academic Excellence Award* - **Carolyn Bader**
- *Academic Excellence Award* - **Jillian Barry**
- *Matt Brodsky Philanthropic Award* - **Owen Herrington**
- *Sport Management VIP Award* - **Austin Towns**
- *Professional Engagement Award* - **Kelsey Smith**
- *Jason Morales Perseverance in Sport and Life Award* - **Abel Mickey Watson**
- *Director's Award for Academic Promise* - **Niklas Schmidt**
- *Kate Velej Civic Engagement and Social Responsibility Award* - **Thomas Adams**
- *Graduate Student Award* - **Hallie Caruthers**
- *Sport Analytics Academic Excellence Award* - **Dylan Blechner**
- *Sport Analytics Research Excellence Award* - **Nick Riccardi**
- *Sport Analytics Director's Award for Academic Promise* - **Joseph Sabel**
- *Sport Analytics Sport Analytics VIP Award* - **Kyle Liotta**

Twenty-three students received the Director's Academic Achievement Award Clock for earning a GPA of 3.4 or higher for each of their

consecutive semesters at Syracuse University: **Thomas Adams, Carolyn Bader, Jillian Barry, Dylan Blechner, Hunter Bruckner, Matthew Bustillo, Youngchae Cho, Matthew Defusco, Luca DiNapoli, Sydney Gauzza, Andrea Ghanian, Daniel Goetz, Joshua Hentschel, Patrick Hopkins, Gareth Jobling, Connor Monzo, Aaron Morrow, Matthew Pignatella, Brandon Pollack, Nick Riccardi, Jacob Rogovin, Austin Towns, and Alexandra Trager.**

Eight students were named Berlin Sport Analytics Scholars for the Class of 2020: **Dylan Blechner, Daniel Goetz, Gareth Jobling, Kyle Liotta, Stephen McClain, Nick Riccardi, Joseph Sabel** and **Nicholas Schloop.** For more on the Sport Analytics program, see pages 20-24.

Also, the M.S. in Sport Venue and Event Management program concluded its eighth year. (See page 9.)

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 eighth class

The Department of Sport Management's master's program in Sport Venue and Event Management (SVEM) welcomed its eighth class of graduate students to campus in July 2019. The program comprises 36 credit hours of intensive classroom learning, skill development and experiential opportunities in settings like SU's Carrier Dome.

The 2019-20 cohort included 12 students, with a diverse mix of educational backgrounds and from a variety of geographic locations. Students worked toward completing their practicum work in Summer 2020 and will continue in Fall 2020 with organization such as The Basketball Tournament, Seattle Storm, Florida Everblades, and Charlotte Hornets.

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 2020 semester, students worked with associate professor Dr. Gina Pauline in the advanced event management course to plan a charity golf event benefiting the Dr. Hadley J. Falk



Breast Health Center at Crouse Hospital in Syracuse. Due to COVID-19, the May 4 event at Drumlins Country Club was postponed.

Students in the first eight 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 McFetridge

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

Fall 2019

- Lia Bruno**, Washington Redskins
- Jiaxun Deng**, Nike China
- Jinyi Hong**, Nike China
- Alison Peters**, Steve Furgal's International Tennis Tours
- Juanfei XU**, China Sport School Federation
- Yaohui Wei**, Syracuse University Department of Recreation Services

Spring 2020

- Jinyi Hong**, Nike China

Summer 2020

- Shaun Belbey**, The Basketball Tournament
- Hallie Caruthers**, Florida Everblades
- Whisper Fisher**, Seattle Storm
- William Marshall**, The Basketball Tournament

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

The ninth SVEM graduate class began in July 2020. For more information about the graduate program, visit falk.syr.edu/sport-management/academic-programs. 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.

Senior Capstone Experience

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

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

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

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

Listed below are Sport Management students and the organizations where they completed their senior Capstone in 2019-2020. We are grateful to our growing list of Capstone partners, who continue to provide tremendous learning opportunities for our students.

This all happens under the leadership of Sport Management internship placement coordinators Nicole Cost, Lisa Liparulo and Kevin McNeill.



FALL 2019

Thomas Adams	New York Yankees
Caitlin Alessi	New England Revolution
Jesse Altmeyer	CSM
William Amon	Madison Square Garden
Courtney Anderson	Garden of Dreams (MSG)
Tyler Anes	Hurricane Junior Golf Tour
Michael Bennett	Priority Sports and Entertainment
Andrew Blutig	Excel Sports Management
Matthew Bustillo	Major League Baseball
Justin Butterman	Talent Resources Sports
Joseph Carello	Syracuse University Athletics
Carlos Christian Rey	Excel Sports Management
Nicholas Cohen	Philadelphia Eagles
Caroline Davis	Pittsburgh Penguins
Matthew Defusco	NBC Sports Philadelphia
Andrew Derda	CSM
Ryan Gargiulo	Syracuse University Women's Basketball
Andrea Ghanian	Madison Square Garden
Drew Hurley	Syracuse University Athletics - Facilities
Sarah Incerpi	Legends - Rose Bowl
Justin Jedwab	Radegen Sports Management
Justin Katz	Hurricane Junior Golf Tour
Nicole Kittay	Baltimore Orioles
Zachary Kushell	New York Jets
Adam Newman	Excel Sports Management
Jacob Patalino	Excel Sports Management
Francis Petrillo	Madison Square Garden
Matthew Pignatella	DKC
Brandon Pollack	Wasserman
Alexis Richer	Special Olympics New York
Kristen Rogers	Tulane University Football
Alexander Rosenbaum	Nashville Predators
Jake Rosone	Talent Resources
Kai Ruskin	Sporting KC
Justin Saxe	Excel Sports Management
Emma Chambers	TD Garden
Niklas Alexander Schmidt	VFL Wolfsburg
Zachariah Smookler	GMR
Austin Towns	POINT 3
Alexandra Trager	Syracuse University Athletics - Marketing
Montana Tyrus	BSE Global - Long Island Nets
Evan Weinberg	CSM
Declan Wright	Vayner Sports

SPRING 2020

Peter Appel	New York Yankees
Brad Aretsky	Fairleigh Dickinson Athletics
Hunter Bruckner	Washington Redskins
Youngchae Cho	Le Moyne Athletics

Nolan Cooney

Justin Davis

Kinsey Davis-Corr
Luca Di Napoli
Noah Diorio
Nicholas Felicetti
Sydney Gauzza
Daniel Geraci
Matthew Glazer
Nathan Glazer
Rhett Kahny
Jacob Kleban
Matthew Linico
Connor Monzo
Aaron Morrow
Jordan Novak
Jonathan Ochstein
Cameron Reece
Leah Riccolo
Jacob Rogovin
John Ruggiero
Nikolas Santana
Nikki Scala
Max Schneider
Shanthi Sepe-Chepuru
Jun Song
Ricki Sperry
Stephen Steiger
Alex Teperman
Jordan Tyler
Kyle Walker
Bailey Ware
Tristan Wendel
Colin Williams

SUMMER 2020

Justin Bash
Jillian Berry
Langshen Chen
Fanning Hearon
Melissa Kerner
Ethan Kimmel
Alec Minick
Hunter Pomerantz
Maxwell Santos
William Shim
Ty'Reek Sizer

Syracuse University Athletics - Sales and Marketing
Fayetteville-Manlius High School Athletics Department
Hitz & Branding / Vanderbilt Athletics
Spartan Race
CSM
Talent Resources
Syracuse University Athletics - Communications
Syracuse University Athletics - Marketing
Syracuse University Athletics - Marketing
DKC
Hashtag Sports
Athletes First Partners
POINT 3
New York Yankees
Excel Sports Management
Hurricane Junior Golf Tour
WarnerMedia
Syracuse University - Women's Basketball
Rubicon Talent
CSM
XFL
New York Red Bulls
Thuzio
GSE Worldwide
Pensacola Blue Wahoos
Syracuse FC
Syracuse University Athletics - Compliance
Syracuse University Athletics - Ticket Sales
The Montag Group
Syracuse Crunch
WarnerMedia
Syracuse Mets
United Soccer League
CSM

POINT 3
Rookie Road
Shenzhen New Century Basketball Club
POINT 3
Major League Lacrosse
USOC Los Angeles Committee 2028
The Stadium at Syracuse University
Madison Square Garden
SponsorUnited
Purl Collective and Talent Resources
Rochester King

Capstone

Senior sees all aspects of industry with CSM

By Andrew Derda
SPM '20

During the Fall 2019 semester, I completed my Senior Capstone with CSM Sport & Entertainment, a global integrated marketing agency headquartered in London and with offices around the world, including New York City, where I was based.

The experience provided an amazing opportunity to delve into different aspects of sports and entertainment industries, including sponsorships, event management and gaming.

I was one of two interns in Brand Partnerships responsible for fostering relationships between clients and potential brand partners. A majority of my work focused on managing personal outreach for brands on behalf of CSM clients, such as US Club Soccer, a division of the US Soccer Federation,



Harley Davidson and Bit Fry Game Studios. I was responsible for bi-weekly outreach to specific contacts for each of the brands, as well as following up and tracking brand conversations utilizing Salesforce.

I volunteered to work on a project for Chelsea FC, as the soccer club planned its tour of the United States. I used my study abroad experience in London to contribute a unique perspective on how to grow the club's

brand in the United States.

I managed a weekly newsletter sent to CSM employees worldwide, and was responsible for ensuring that a team of interns submitted weekly articles and news briefs.

Since graduating from Syracuse University in May 2020, I have been interviewing with sports marketing agencies and often find myself referencing my CSM Capstone experiences.

On the pitch with Sporting Kansas City

By Kai Ruskin
SPM '20

During the Fall 2019 semester, I completed my senior Capstone with Sporting Kansas City, a Major League Soccer franchise in Kansas City, Missouri.

As an intern in the Corporate Partnerships Department, I worked on sales and activations to prospect new partners for the club, as well as manage and execute existing partnership agreements.

I learned and experienced so much during my time with Sporting KC, such as leading projects in partnership recaps, partner briefs, and managing asset inventory. I took detailed notes on our conference calls with AT&T, as well as in-person meetings with John Deere. Outside of the office, I attended



and worked multiple activation events with AT&T, including meet and greets with players, and a watch party for the final game of the season.

Gamedays were the most exciting aspect of my Capstone experience. Sporting KC has established a passionate and loyal fanbase that makes every game a memorable experience for the team as well as the fans. Interacting with fans in an authentic and unfiltered sports environment is something I will never forget.

Since graduating from Syracuse University

in December 2019, I have maintained my Kansas City connections and hope to use this experience to land a corporate partnerships role with a professional sports team or organization.

Long Island Nets Capstone leads to job

By Montana Tyrus
SPM '20

During the Fall 2019 semester, I completed my Senior Capstone with Brooklyn Sports and Entertainment (BSE) Global as a team marketing intern for the Long Island Nets, the G-League affiliate of the Brooklyn Nets based in Uniondale, New York.

I experienced the innerworkings of a sports organization and now understand how marketing works with various departments. I helped manage and update the team's social media accounts, worked the set-up and implementation of community events, and assisted with grassroots marketing efforts, among other tasks.

I worked several events, including media day, local player tryouts, youth basketball clinics, and community events. My favorite part of this



Capstone experience was working game days and seeing how all the moving parts, from sales to marketing to sponsorship, came together to create a memorable experience for fans. Even though game days were long, working with incredible staff on Long Island made it memorable!

This internship with the Nets allowed me to go beyond classroom learning and teach me valuable hands-on experience in the sports industry. It helped me connect and

network with industry professionals that I've stayed in contact with following my capstone.

Since graduating from Syracuse University in May 2020, I'm proud to say I have returned to BSE Global as an account executive for the Long Island Nets.

Events aplenty during Rose Bowl Capstone

By Sarah Incerpi
SPM '20

During the Fall 2019 semester, I completed my Senior Capstone in Pasadena, CA, with Legends at Rose Bowl Stadium. More specifically, I interned in the Rose Bowl Premium Seating Department as a marketing and sales intern.

I had the privilege of working many events, including a United States Women's National soccer team's victory tour match, a Rolling Stones concert, the entire 2019-2020 UCLA football season, and the 2020 Rose Bowl Game. With each event, I was exposed to event preparation and experienced what it took to successfully execute events of this magnitude. I coordinated with many departments, communicated event details with clients, and



aimed to make each event an unforgettable experience for all that attended.

As the internship progressed, I took on more of a marketing role and was responsible for building the communications and marketing calendar while coordinating with the marketing manager. I completed numerous marketing pieces, social media content, and splash pages as well as email newsletters and event invitations.

My Capstone with Rose Bowl Premium Seating was an incredible jour-

ney filled with valuable experiences, life lessons, and unforgettable memories. I can confidently say I learned many skills that I will take with me as I begin my career in the sport industry. I am excited to apply my real-world experiences along with my passion for the world of sports to my career.

Capstone

SPM Club raises \$57,021 at 15th Charity Auction

The Sport Management Club at Syracuse University raised \$57,021 for Make-A-Wish Central New York as a result of its 15th Annual Charity Sports Auction. During the SU men's basketball game on Nov. 16, 2019 at the Carrier Dome, supporters placed bids on more than 500 items, including sports memorabilia, electronics, jewelry, gift baskets, trips, and tickets to sporting events.

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



Syracuse University's Sport Management Club presented a check for \$57,021 to representatives from Make-A-Wish Central New York on Feb. 11, 2020, at the Carrier Dome. Shown here are Make-A-Wish CNY Director of Corporate Philanthropy Kate Veley, Auction Co-Chair Caroline Johnson '21, SPM Club President Sam Marteka '21, and Make-A-Wish CNY President and CEO Diane Kuppermann.

raised \$524,000 for local charities. Previous beneficiaries of the club's annual charity auction have included Meals on Wheels, Boys & Girls Clubs, Golisano Children's Hospital at Upstate, 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, and McMahon/Ryan Child Advocacy Center.

"Once again, the outstanding Syracuse University Sport Management students have exceeded our expectations," said Diane Kuppermann, president and CEO of Make-A-Wish Central New York. "Their energy, effort and passion for our mission was evident throughout the process. Their professionalism and drive resulted in this extraordinary gift that will benefit local kids battling critical illness. Their contributions to the most vulnerable in our community will have lasting impact."

Make-A-Wish serves 15 counties around Central New York,

granting wishes and helping strengthen and empower children battling critical illnesses.

"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 charity auction would make wishes come true for local children and their families, is extremely gratifying. Collectively, we are honored to support our community."

The Sport Management Club meets weekly during the academic year. For more information, contact SPM Club president Sam Marteka (svmartek@syr.edu). For more information about the annual Charity Auction, visit Twitter @SPMAuction as well as www.sucharitysportsauction.com.



SPM students share experiences with refugees

A cornerstone of the Sport Management program at Syracuse University is teaching students about social responsibility and community service. During the Spring 2020 semester, five Sport Management students spent an evening discussing their classes, career goals, internship experiences, and skills necessary to succeed in the sport industry, among other topics, with a group of Syracuse City high school students from Refugee and Immigrant Self-Empowerment (RISE).

RISE is a local non-profit that focuses on advocating and promoting self-sufficiency through employment, education, social support, and economic independence for members of the refugee and immigrant communities in Onondaga County.

Devan Dachisen, Caroline Johnson, Megan Monzo, João Murray and Niklas Schmidt - students hailing from New Jersey, Connecticut, Pennsylvania, Brazil and Germany - came together to share their stories, advice, and even teach each other communicative phrases from their home countries. The SU students also learned how to say "Hello" in some of the RISE members' first language.



A letter from the SPM Club president



By Sam Marteka, SPM '21
SPM Club President

As a member of the first-ever freshman class of Sport Analytics majors at Syracuse University in Fall 2017, I knew I wanted to dive right in and get involved with everything I could from day one. An activity that appealed to me right away was the Sport Management Club. I had already started to meet fellow Sport Management and

Sport Analytics students in my dorm and was eager to join the Club. Looking back, it was one of the best decisions I have made so far in my college career.

The Sport Management Club, under the guidance of Professor Michael Veley and phenomenal student leaders, has provided countless students, regardless of major, invaluable experiential learning opportunities that expand our professional, academic, and social skillsets. I have had the honor to lead this club, and all of its high-achieving members and officers, for almost two years now, and have never been more proud to be the president of such a special organization.



SPM Club members Nyah Jones, Alex Guo, Megan Monzo, Connor Monzo, Sam Marteka, Caroline Johnson, Brianna Quinlan and Connor Howard (from left) volunteered at the 2019 Sugarman Law Firm Wish Ball at the Oncenter, to benefit Make-A-Wish Central New York

While our trademark event for the last 15 years has been the Charity Sports Auction, the Sport Management Club at Syracuse University prides itself on serving the community. Club members put in an amazing 305 community service hours in Fall 2019 at places such as Make-A-Wish Central New York, Meals on Wheels Syracuse, Ronald McDonald House, OttoTHON, and 3fifteen.

We welcomed guest speakers in person and via Skype/Zoom from a variety of organizations such as SU Athletics, Learfield-IMG, NBA, Phoenix Suns, and Fenway Sports Management, among others. We also held professional development events throughout the year, helping students navigate applications, internships, cover letters, and resumes.

In Fall 2019, we held the campus' first-ever charity "Super Smash Brothers E-Gaming Tournament" in the new Barnes Center Esports Room.

I am honored to lead a fine group of students who devote their time outside of class to the Sport Management Club every week. The future is extremely bright for the SPM Club as well as the SPM and SAL programs here at Syracuse and I am grateful for the opportunities this club provides all of us.



In Fall 2019, the Sport Management Club held a charity "Super Smash Brothers E-Gaming Tournament" in SU's Barnes Center Esports Room.

Connect with SU Sport Management

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Students receive assistance from scholarship funds

Sport Management students are eligible to apply for annual scholarships to assist with the financial aspects of completing summer internships or senior Capstones.



Jesse Altmeyer



Nicole Kittay



Nikki Scala



Declan Wright

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 2019-20 academic year, four students were honored with this award: **Jesse Altmeyer**, who interned with CSM in Fall 2019; **Nicole Kittay**, who interned with the Baltimore Orioles in Fall 2019; **Declan Wright**, who interned with Vayner Sports in Fall 2019; and **Nikki Scala**, who interned with Thuzio in Spring 2020. Each received \$500 to \$1000.

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.

STUDENT LEARNING FUND

Nineteen Sport Management seniors were awarded scholarships from the Sport Management Student Learning Fund during the 2019-20 academic year. Each received \$500 to \$1000.

In Summer 2020, **Melissa Kerner** received the scholarship while interning with the Major League Lacrosse League.

In Spring 2020, nine students earned the scholarships: **Luca Di-Napoli** (Spartan Race), **Matthew Glazer** (Syracuse University Athletics

- Marketing), **Nathan Glazer** (DKC), **Sydney Gauzza** (Syracuse University Athletics - Communications), **Rhett Kahny** (Hashtag Sports), **Jacob Kleban** (Athletes First Partners), **Aaron Morrow** (Excel Sports Management), **Alex Teperman** (The Montag Group), and **Kyle Walker** (Turner Sports).

In Fall 2019, nine students earned the scholarships: **Michael Taylor Bennett** (Priority Sports), **Matthew DeFusco** (NBC Sports Philadelphia), **Andrew Derda** (CSM), **Ryan Gargiulo** (Syracuse University Women's Basketball), **Adam Newman** (Excel Sports Management), **Brandon Pollack** (Wasserman), **Justin Saxe** (Excel Sports Management), **Austin Towns** (POINT 3) and **Montana Tyrus** (BSE Global).

UNDERGRADUATE SUMMER INTERNSHIP FUND

The Sport Management Summer Internship Fund provides support to undergraduate students pursuing unpaid summer internships, enabling them to gain industry experience.

Four students were awarded scholarships for their 2020 summer internships: **Niko Armstrong** (The Basketball Tournament), **David Chow** (Soccer Shots), **Margaret Haggerty** (Pittsburgh Penguins), and **Jordan Lucero** (Drone Racing League).

For more information about the funds, contact Sport Management internship coordinator Kevin McNeill at 315-443-1546 or kjmcneil@syr.edu.

Sport Professionals of Color Club seeks new members

The Sport Management Sport Professionals of Color Club wrapped up its sixth year in 2019-20, as an organization 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.

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. The club has welcomed guest speakers Arnold Malloy of the Syracuse Chiefs, Kevin Cooper of the Houston Texans, Davina Sutton of ESPN, social media entrepreneur Eamonn Donlyn, and ESPN Information Specialist Francisco Ramos.

Meetings are open to all Syracuse University students. Call the Department of Sport Management at 315-443-9881 for more information.

Students gain sport industry insights, make alumni connections in new esports course

By Lisa Maresca

Syracuse University News

Several years ago, playing video games was something mostly done in basements after school to blow off steam. But these days it's big business, netting million-dollar paychecks for gamers who win the League of Legends World Championships and incorporating big-name sports organizations, including the National Basketball Association (NBA) and Major League Baseball.

Esports—electronic sports or gaming—often takes the form of organized, multi-player video game competitions, particularly between professional players, individuals or teams. For years, David B. Falk Endowed Professor of Sport Management Rick Burton has discussed how esports is an emerging and high growth field with vast professional opportunities. Syracuse University recognized the industry's growing popularity and importance when it opened a designated esports gaming room in the Barnes Center at The Arch. Professional esports players know the economic benefits that can be earned from gaming, but average everyday players are also recognizing the advantages, including social connectivity, mood enhancement, happiness and skill acquisition.

Last year, while discussing the importance of esports in another class, Burton came up with the idea for a new esports course. SPM 300 Esports Management isn't Syracuse University's first class covering this type of subject matter—the S.I. Newhouse School of Public Communications offers Esports and Media—but the new course is the first esports offering in the David B. Falk College of Sport and Human Dynamics.

For his innovative new course, Burton put together a list of guest speakers to enhance learning for the 23 students enrolled in the class. The roster featured representatives from Riot Games (the makers of

League of Legends), esports professors from other institutions, the play-by-play announcer for the NBA 2K League (a basketball sports simulation video game), Syracuse University Board of Trustee member Jimmy Kuhn '70, G'72 and his son Jake from Misfits Gaming Group (a professional esports team), and Chris Henderson SPM '18, the coordinator of marketing partnerships for the NBA 2K League. Every student had the opportunity to interact with and present to these guest speakers and "clients"—much as they would when discussing a job opportunity or in the workplace.

"I wanted to touch on the breadth of the industry and talk about the people who play the sports professionally, the people on teams, the event organizers, the game creators, and the role of esports in our society today and in the sports industry in general," says Burton.

The students in the class were divided into small groups—or "agencies"—and made presentations to many of the speakers. In their presentation to Syracuse alumnus Henderson, students shared their ideas on how the league can market to emerging fan bases.

"The students did a great job with their presentations," says Henderson. "All six groups presented either an idea that the league is actively working on making happen or really engaging new ideas."

Burton is optimistic that his Esports Management course will be offered again. "I think it's been successful. The students seemed excited and committed," says Burton.

Although he has a substantial background in sports marketing, including as the chief marketing officer for the U.S. Olympic and Paralympic Committee at the Beijing 2008 Summer Olympics, Burton's career has focused on conventional rather than virtual sports. "I'm not really into playing esports," he confesses. "I'm teaching something I feel needs to be taught and I have expertise in the sports industry. I needed to teach it because it is a relevant sector of the sports industry."



Sport Management major Max Josef '21 plays "NBA 2K" at his house during the Spring 2020 semester while enrolled in the Falk College class SPM 300 Esports Management

Support Sport Management



We continually strive to offer a variety of opportunities to support our Sport Management students. From scholarships and financial assistance to immersion programs and experiential field trips, along with inviting distinguished guest lectures to campus and hosting relevant symposiums, Falk College's sport management education goes beyond the textbooks and the walls of our classrooms. David Salanger, Falk College assistant dean for advancement and

external affairs, would welcome the opportunity to talk and/or meet with you to discuss program support and student learning opportunities. Please contact David at 315-443-8989 or dasalang@syr.edu.

ACC honors 8 SPM student-athletes

Eight Syracuse University Sport Management student-athletes were named on the Atlantic Coast Conference Honor Roll for the 2019-20 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 SPM honorees are:

Kailey Brenner, soccer
Nolan Cooney, football
Shaquille Grosvenor, football
Josie Kiesel, rowing
Alexandra Olnowich, ice hockey

Kristen Siermachesky, ice hockey
Jenna Tivnan, soccer
Connor Toomey, rowing

Sales Club focuses on real-world experience

During the 2019-20 academic year, the Sport Sales Club was busy increasing its membership, strengthening its partnership with Syracuse University Athletics, assisting with charity events and welcoming guest speakers from the sport industry.

Sales is often referred to as “the bread and butter of the sport industry.” To gain real-world experience, club members partnered with Syracuse University Athletics for a Night Sales Event, cold-calling prospects with the intent to sell tickets for SU football and men’s basketball games. The students helped generate \$10,000 in new business revenue despite the semester being cut short due to COVID-19.

During the Fall 2019 semester, club members cold-called businesses near and far to solicit table sponsorships for the Department’s 15th Annual Charity Sports Auction benefiting Make-A-Wish Central New York.

The focus of the Spring 2020 semester was on bringing the first-ever sales combine to Syracuse University. In a collaboration with BSE Global, the full-day event kicked off with panel discussions featuring Benjamin Neistat, manager of group sales, and Janaki Cash, manager of inside sales, of the Brooklyn Nets. After lunch, students returned for sales training followed by head-to-head, scenario-based competition in the format of a combine. The winner, Ian Benepe ’22, walked away with a signed Caris Levert jersey.

The club welcomed numerous guest speakers this past year, includ-

ing Nick Szpur, New York Mets; Rachel Shor, New York Islanders; Steve McMahon, Harris Blitzer Sports & Entertainment; SPM alumnus Sam Spector, Prudential Center; John Madden, New York Yankees; Foster Baker, Paycom; and SPM alumnus Sandor Kopitz, Boston Red Sox.

New in 2019-20 was a mentorship program for club members.

President Seth Kourpas asked three industry professionals to act as club mentors, or resources members could turn to for sales advice, industry insight, professional development tips, etc. The mentors were: Drew Fischer, manager of regional sales, Tailgate Guys; Benjamin Neistat, manager of group sales, BSE Global; and Mark Bloom, senior manager of organizational business development, Cleveland Cavaliers.

The Sales Club was established in 2015 and serves as a medium for members to gain hands-on experience in the sport sales industry, as well as provide networking opportunities for students to earn jobs and internships.

Club officers for 2020-21 are Ian Benepe, president; Casey Millar, executive vice president; Sam Cramp-

ton, vice president of programming; Nick Costanzo, vice president of events; Alex Guo, vice president of membership; and Richie Clarke, vice president of administration.

The Sales Club meets weekly during the academic year. For more information, contact Benepe at icbenepe@syr.edu or club advisor David Meluni at dmmeluni@syr.edu. All Syracuse University students are welcome to attend.



In February 2020, Sport Sales Club members hosted a sales combine with executives from BSE Global.

SPM hosts major leaguer, area coaches for State of Baseball event

On November 11, 2019, Syracuse University’s Department of Sport Management hosted a panel discussion titled “The State of Business 2020.” Students heard from Arizona Diamondbacks outfielder **Tim Locastro**, 27, who is originally from nearby Auburn, NY. Locastro, who has been named the “fastest player in Major League Baseball,” is the only player to ever steal at least 20 bases in the Majors without being caught. Locastro headlined a panel of industry professionals, including:

- New York Yankees Scout **Marc DelPiano**, who previously served as a special assistant to the general manager for the Pittsburgh Pirates from 2008-2015. He then became the vice president of player development for the Miami Marlins through September 2017. DelPiano also played two seasons of minor league baseball.
- Cayuga Community College baseball coach **TJ Gamba**, who is a former Miami Marlins minor league coach.
- Ithaca College baseball coach **David Valesente**, who has also coached at Wells College and Saint Joseph’s University.

- American Baseball Coaches Association Hall of Famer and 41-year Ithaca College baseball coach **George Valesente**, who retired in 2019.

The panelists discussed the game as it evolves, from college to the minor leagues and ultimately the major leagues. They spoke about opportunities in professional baseball operations, scouting, front office administration, and analytics.

Sport Management assistant teaching professor Dave Meluni organized the event and moderated the discussion.

“It was enlightening for our students to hear from a wide range of baseball professionals who are knowledgeable in all aspects of the game,” said Meluni, who teaches sport marketing, sales, sponsorship and promotion at Syracuse University. “With technology playing an ever-changing role in baseball, there are countless opportunities for our students to break into this industry.”



Panelists for Falk College’s State of Baseball event included (from left) Ithaca College baseball coach David Valesente, New York Yankees scout Marc DelPiano, Arizona Diamondbacks outfielder Tim Locastro, American Baseball Coaches Association Hall of Famer George Valesente, and Cayuga Community College baseball coach TJ Gamba.

Active WISE members busy networking, volunteering

Women in Sports and Events (WISE) is a nationally recognized group whose goal is to be a leading voice and resource for women who currently work in, or aspire to be a part of, the professional field of sports and events. In 2009, Syracuse University was voted in as the first collegiate chapter of WISE's national organization, and since its inception on campus, has offered multiple professional development opportunities for membership.

Students in WISE are involved with numerous events and activities over the course of the academic year, including networking trips, fundraisers, interview workshops, professional development seminars, community service, and assisting with SPM alumni events on campus.

In Fall 2019, the club organized a two-day trip to Pittsburgh to network and learn from industry professionals. The group met with executives from the Pittsburgh Steelers, Pittsburgh Pirates, Pittsburgh Penguins, Diamond Kinetics, Dick's Sporting Goods, and WISE Pitt. They toured Heinz Field, PNC Park, and PPG Paints Arena, and attended a Penguins NHL game.

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 via Skype and Zoom.

"We all enjoy volunteering with WISE, to give back to the community we call home for four years," said Devan Dachisen, vice president of programing and recruitment. "At SU, we have so many incredible opportunities to grow in our careers, it only makes sense to give back to the community that we live in."

In January 2020, partnering with Syracuse University women's basketball, WISE co-hosted a "Professional Women of Syracuse" event at the Carrier Dome featuring panelists who shared their insights on working in athletics. Event attendees then watched



SU take on Virginia Tech. Panelists included Jen Albanese, director of marketing, Syracuse University Athletics; Katie Berger, director of business operations and merchandise, Syracuse Mets; Megan Cahill, director of public relations and digital media, Syracuse Crunch; and Andrea Marino, director of corporate partnerships, Syracuse Crunch.

During the Spring 2020 semester, group members also job-shadowed the front-office female leaders at the AHL's Syracuse Crunch.

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

Keep up with 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 2020 are Caroline Johnson, president; Devan Dachisen, vice president of programing and recruitment; Cailtin Donoghue and Chloe Moss, social media and communications co-chairs; and Megan Monzo, treasurer and fundraising chair.

WISE, which meets weekly during the academic year in Falk College, includes women from all majors on campus interested in pursuing careers in sports and events. For more information, email WISE co-advisors Nicole Cost (nfimbrog@syr.edu) or Lisa Liparulo (lmliparu@syr.edu).

Sport Analytics students waste no time pu

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 freshman 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. 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 and 13 in 2020.

Here are some program highlights from 2019-2020:

- Eight seniors were named Berlin Scholars for the class of 2020: **Dylan Blechner, Daniel Goetz, Gareth Jobling, Kyle Liotta, Stephen McClain, Nick Riccardi, Joseph Sabel** and **Nicholas Schloop**. Blechner, Goetz, Jobling, Riccardi, Sabel and Schloop all graduated from Syracuse University in

three years and will continue their studies in SU's School of Information Studies' Applied Data Science master's program in Fall 2020. The scholarship is named for Andrew Berlin, who donated \$1 million to SU's sport analytics program in 2018.

- **Blechner** was named one of four Virtual Poster Display Winners for Undergraduates in the Spring 2020 Falk College Student Research Celebration. His research is titled "Sentiment Analysis and Video Assistance Referees in Professional Soccer" and focuses on analyzing the use of video assistant referees (VAR) in terms of home/away biases, biases toward teams with higher-paid players, and fan perspectives on VAR decisions. Also taking part in the research competition were sport analytics students **Goetz, Jobling, Liotta, McClain, Riccardi, Sabel, Schloop, Ethan Alpern '20, Fletcher Wilson '20, Jared Lavigueur '23, Elijah Buto '23** and **Seth Quinn '23**.



Dylan Blechner

- **Blechner** also won the Edward Nissan Undergraduate Papers Competition at the 2020 Academy of Economics and Finance National Conference in Atlanta for his VAR research. He attended the conference with Sport Analytics program director **Dr. Rodney Paul**, as well as fellow analytics classmates **Liotta, Sabel** and **Jacob Kahane '20**.
- **Blechner, Riccardi** and **Jon Bosch '21** were awarded Fall 2019 Falk College Undergraduate Student SOURCE Grants for their research. Blechner received \$3,000 for his

VAR research; Bosch received \$3,630 for "Estimating (Four) Factor Values in the NBA: A Seemingly Unrelated Regression Analysis;" and Riccardi received \$3,000 for "Optimizing NBA Roster Construction." Dr. Paul served as the faculty mentor for Blechner and Riccardi while Sport Analytics professor **Dr. Shane Sanders** mentored Bosch.

- The Falk College of Sport and Human Dynamics presented **Liotta** with the Class of 2020 Outstanding Peer Advisor Award. This award is presented in recognition of effective advising qualities and practices, including strong interpersonal skills, availability to advisees, caring attitude, proactive behavior, and support of the peer advisor training program.
- **Sanders** and assistant professor **Dr. Justin Ehrlich** presented their research at the Fall 2019 Carnegie Mellon Sports Analytics Conference's (CMSAC) Reproducible Research Competition in Pittsburgh. Their paper is titled "Wins Above Replacement and the MLB MVP Vote: A Natural Experiment." Sport Analytics students **Dax Speakman '21, Alex Pesantez '21, Bosch** and **McClain** also attended the CMSAC Conference. At the conference, **Bosch** won a best research poster award (\$250). Also, **Sanders and Ehrlich**, along with Class of 2019 Sport Analytics graduate **Justin Perline**, collaborated on a project that won a Carnegie Mellon Sport Analytics Conference Reproducible Research Competition Finalist Award (\$1,000).
- **Sanders and Ehrlich**, along with Sport Analytics assistant professor **Dr. Jeremy Losak** and students **Blechner, Bosch** and **Speakman**, attended and presented their research

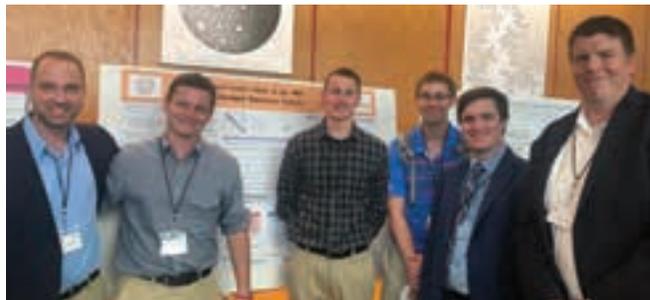


Among those attending the 2020 MIT Sloan Sports Analytics Conference were (from left) Cooper Shawver, Joseph Sabel, Gareth Jobling, Nick Schloop, Dylan Blechner and Jon Bosch. In the back row is Sport Analytics professor Dr. Shane Sanders.

Putting Syracuse degree program on the map



Kyle Liotta, Joseph Sabel, Dylan Blechner and Jacob Kahane (from left) attended the 2020 Academy of Economics and Finance National Conference in Atlanta.



Dr. Shane Sanders, Dax Speakman, Jon Bosch, Dylan Blechner, Dr. Jeremy Losak and Dr. Justin Ehrlich (from left) attended the New England Symposium on Statistics in Sports conference at Harvard.

at the Fall 2019 New England Symposium on Statistics in Sports at Harvard.

- **Bosch** and **Speakman** presented their NBA research at the Fall 2019 Midwest Sports Analytics Meeting at Central College in Pella, Iowa. Bosch also presented “NBA Lineup Analysis on Clustered Player Tendencies” with his collaborator, Sam Kalman, of Purdue University.
- **Blechner, Bosch, Goetz, Jobling, Liotta, McClain, Riccardi, Sabel,** and **Schloop** along with **Paul, Sanders** and Sport Analytics academic advisor **Francesco Rivero** attended the MIT Sloan Sport Analytics Conference in Boston in March 2020, where they heard presentations about current topics impacting the industry and interacted with executives. The students also benefitted from networking sessions and a career fair.
- Sport Analytics students were asked by SU’s office of alumni relations to give a presentation to alumni before two SU football games in Fall 2019 and two SU men’s basketball games during the 2019-20 season.
- Research by **Sanders** and **Ehrlich** was published in the highly-regarded Public Library of Science (PLOS) on “The Alliance Formation Puzzle in Contests with Capacity-Constraints: A Test using American Football Reception-Coverage Contest Data.” Also, their research on “Mortality risk factors among National Football League players: An analysis using player career data” was published by F1000Research.
- Bosch and **Kushal Shah ’22** gave presentations about the Sport Analytics program and its research to the Syracuse University Board of Trustees in Fall 2019.
- During the 2019-20 academic year, Sport Analytics students assisted Syracuse University Athletics with various projects. **Sam Marteka ’21** organized the students

into groups. **James Hyman ’21, Cooper Shawver ’22, Liam Hogan ’23, Sam Auerbach ’23** and **Mitch Berezny ’23** worked on a social media project examining the interaction and engagement of fans of sponsored content, different sport content, dates/times of posting, and more. **Davis Showell ’21, Shane Halpin ’23, Brendan McKeown ’21, Joe Pickering ’22** and **Evan Baum ’22** worked on a Ticketmaster project examining trends and purchase behavior of season ticket holders for football and men’s basketball. **Michael O’ Connor ’23, Preston Klaus ’23, Zach Crowe ’22** and **Chase Seibold ’23** worked on an account executive data project analyzing SU Athletics account executive performance data for ticket selling across multiple sports and creating new metrics for performance.

- **Hyman** was accepted into the prestigious Carnegie Mellon Summer Undergraduate Research Experience in Statistics. The 2020 experience was held online, where students took part in daily lectures and labs, learning about data visualization, clustering, regression models, principal component analysis, random forests and neural networks. The labs offered students virtual opportunities to practice what they have learned using sport data sets in R.
- Sport Analytics students are using various statistical methods, including logistic regression, to understand which factors aid the Le Moyne College men’s soccer team in scoring more goals and allowing less goals. The group will also assist the team by breaking games into different splits, including home versus away, and in conference versus out of conference, to further discover tendencies in performance.
- **Losak** and **Marteka** virtually presented their research on the impact of increased television exposure on college football attendance at the 2020 North American

Association of Sports Economists Virtual Conference. **Sanders** presented his paper titled “Head Impact and Salary in the NFL: Is there a Compensating Wage-Risk Premium” at the virtual event.

- Sport Analytics students took part in Sports Info Solutions’ Summer 2020 Football Analytics Competition to raise money for the United Negro College Fund. As part of the competition, students were given access to proprietary play-by-play NFL data.
- In Fall 2020, the Sport Analytics program will offer a new online course titled “Introductory Qualitative Sport Psychology Analytics,” taught by Dafna Aaronson, an industry leader in sport psychology and people analytics. It will be the program’s first analytics course taught by a female.
- A group of Sport Analytics students partnered on a project with SPM Advisory Council member Nick Carparelli, who recently started as the Executive Director of the Football Bowl Association. The students created a bowl database for the FBA and are working on analyzing the data to find what factors affect bowl attendance and TV ratings.
- Here’s a sampling of where Syracuse University Sport Analytics students interned in Summer 2020: **Zachary Anhalt ’21**, IdeaQuest; **John Asel ’23**, BaseballCloud; **Ben Ayers ’22**, Oklahoma City Thunder; **Sean Kenney ’22**, Parametric Technology Corporation; **Preston Klaus ’21**, Pivot Analysis; and **Mackenzie Mangos ’23**, Rochester Red Wings. The following students interned with SponsorUnited: **Evan Baum ’22, Sam Gellman ’23, Quinn Spangler ’23,** and **Nathaniel Mahoney ’23.**
- As of May 2020, 40 students at Syracuse University are minoring in sport analytics.
- Falk College will welcome 47 sport analytics freshmen to campus in Fall 2020.

Analytics Clubs abound for all interests



In Fall 2019, the Football Analytics Club attended a Buffalo Bills game, where members met with Syracuse University Sport Analytics alumnus Evan Weiss '19 (far left), who was a football analytics intern with the Bills at that time.

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 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 2020, for the sixth 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 2020 to Phoenix, Arizona, but instead presented virtually from SU's campus. The competition is for undergraduate and graduate students from universities across the country to compete against each other by researching and presenting on a baseball analytics topic.

Four SU teams competed in 2020, with two teams winning their respective divisions. Students on SU's winning teams were: Steven DiMaria, Hughston Preston, Ben Ayers, Joey Deaton and Cameron Mitchell; as well as Joe Pickering, Sean Kenney, Brendan McKeown, Cooper Shawver and Drake Mills.

Their assignment was to analyze the factors that contribute to a starting pitcher's effectiveness when navigating a lineup for the third time in a game. Teams made their presentations by using programs such as R, Excel, and Tableau. They virtually presented their analysis and recommendations to a panel of judges that included executives from Major League Baseball.

In Fall 2019, 20 SABR club members competed in the SABR Diamond Dollars Case Competition at NYU. Students were given a topic and then given five days to collect data, create a model, and prepare a 30-minute presentation on the topic to be given in New York City in front of Major League Baseball executives. In 2019, teams were asked to project performances for Major League Baseball players Aaron Judge and Pete Alonso, or Luis Severino and Noah Syndergaard, over the next five seasons. Students also had to predict the likelihood that one player will outperform the other.

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

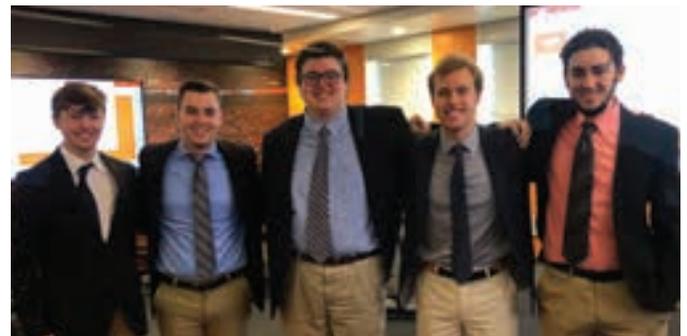
The club hears from numerous guest speakers throughout the year via in-person visits or virtual presentations, including TJ Barra, senior data quality analyst for Major League Baseball; Max Vogel-Freedman, analyst of player development and international scouting for the New York Mets; Justin Perline '19, quantitative analyst for the Pittsburgh Pirates; Jim Callis of MLB Pipeline; and Jesus Lantigua, coordinator of Dominican Republic scouting for the Los Angeles Dodgers.

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

Officers for the 2020-2021 academic year are president Steven DiMaria, vice president Brendan McKeown, director of research Hughston Preston, director of outreach Brienne Quinlan and fiscal agent Seth Warner. Contact DiMaria at sdimaria@syr.edu.

BASKETBALL ANALYTICS CLUB

The Syracuse University Basketball Analytics Club concluded its fourth year in 2019-2020 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. As COVID-19 cut the Spring 2020 semester short, the club continued to meet via Zoom and collaboratively work remotely on projects.



Joe Pickering, Sean Kenney, Brendan McKeown, Cooper Shawver and Drake Mills (from left) were honored for their presentation at the Society of American Baseball Research Analytics' Spring 2020 Diamond Dollars Case Competition.

The organization was assembled to conduct analysis on the NBA, NCAA, and high school basketball and has expedited the process of recording large sums of data at an efficient pace. Club members are working on research such as “Does College Experience Affect NBA Success?” and have created an NBA player database used for data matching across public data websites. Find examples of the club’s research on Twitter @CuseAnalytics.

The club also attended “tailgate” events sponsored by the Syracuse University Alumni Association before SU men’s basketball games where students discussed their research with alumni, as well as stats for the players that season.

In Fall 2019, club members Dax Speakman ’21, Jon Bosch ’21 and Dylan Blechner ’20 attended the New England Symposium on Statistics in Sports at Harvard.

The club spoke (via Skype and Zoom) with NBA analytics executives, including Calvin Floyd, Sacramento Kings operations analyst, Nick Fleder, Indiana Pacers data analyst, and David Sparks, Boston Celtics director of analytics.

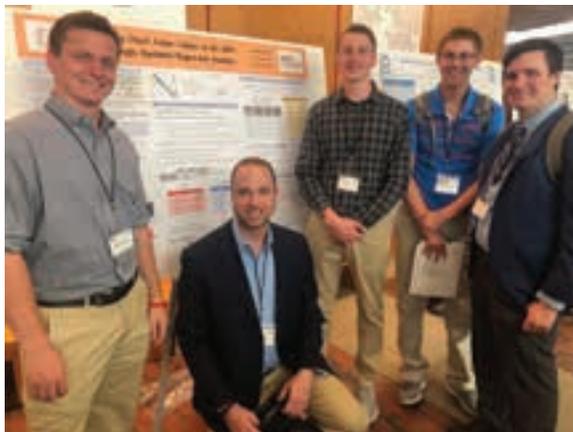
Bosch served as club president for 2019-20. Officers for the 2020-2021 academic year are president Davis Showell, executive vice president James Hyman, vice president of marketing Jimmy Beck, director of social media Dominic Samangy, and senior project coordinators Bosch, Preston Klaus, Brendan McKeown and Alejandro Pesantez. Contact Showell at drshowell@syr.edu.

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 then to more than 100 members in 2019-20. The club meets weekly discussing all things related to football, conducting research, competing in trivia contests, and welcoming guest speakers, among other activities.

In Fall 2019, the club attended a Buffalo Bills game, where members met with Syracuse University Sport Analytics alumnus Evan Weiss ’19, who was a football analytics intern with the Bills at that time. He gave students valuable career advice on how to break into the NFL analytics world.



In Fall 2019, Basketball Analytics Club members Dax Speakman ’21, Jon Bosch ’21 and Dylan Blechner ’20 attended the New England Symposium on Statistics in Sports at Harvard, along with Sport Analytics professor Dr. Shane Sanders and assistant professor Dr. Jeremy Losak.

The Club has formed a close partnership with the XFL since the new spring football league was founded. Club members collected data from NFL, AAF and CFL games that would later be used by a small group of club members to research potential changes to the game of football. This group worked with Sport Management alumnus Bryan Kilmeade ’18 to reach conclusions that the XFL used to help formulate its rules.

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

Industry executives joined club meetings virtually, including Neil Hornsby, founder and CEO of Pro Football Focus; Tucker Zeleny, director of sports analytics at the University of Nebraska; JT Busco, Syracuse University football assistant coach; and Ryan Smith, analyst and account manager at Pro Football Focus.

Club officers for the 2020-21 academic year are president Zak Koepfel, vice president Cameron Mitchell, director of research Will Friedeman, director of operations Joe Pickering and treasurer Preston Klaus. Contact Koepfel at zkoepfel@syr.edu.

HOCKEY ANALYTICS CLUB

The Hockey Analytics Club is a student-run organization that meets weekly to discuss trends and events in the world of hockey. The Club also conducts analytical research.

The club has worked with the Syracuse University women’s ice hockey team, the AHL’s Syracuse Crunch, and the Tenny Adult League. Through these connections, several club members have secured hockey statistician internships.

The club uses analytics in research and discussions, but don’t be afraid if you don’t have an analytical background. The club is open to all SU students and recognizes that students from all academic backgrounds can positively contribute to its growth.

Officers for the 2020-2021 academic year are president Dante Giugliano and vice president Evan Baum. Contact Giugliano at dgiuglia@syr.edu.

SOCCER ANALYTICS CLUB

The Soccer Analytics Club, which was established during the 2018-19 academic year in the Department of Sport Management, meets weekly discussing all things related to soccer, including college and professional teams, leagues and organizations.

In 2019-20, 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.

Club members created visualizations about their research. Find examples on Twitter @CuseAnalytics.

Officers for the 2020-2021 academic year are president Kushal Shah, vice president Drew DiSanto, treasurer James Hyman and social media manager Dominic Samangy. Contact Shah at kshah07@syr.edu.



Steven DiMaria, Hughston Preston, Ben Ayers, Joey Deaton and Cameron Mitchell (from left) were honored for their presentation at the Society of American Baseball Research Analytics’ Spring 2020 Diamond Dollars Case Competition.

Students work with EDGE10 to explore, manage data

Syracuse University students enrolled in SAL 213-Sport Data Analysis gained exposure to the player health and performance sides of sport analytics to uncover valuable, yet-to-be-discovered data insights. EDGE10, a leading provider of athlete management software, working with SU sport analytics professor Dr. Rodney Paul and sport analytics academic advisor Francesco Rivero, launched an on-going collaboration with Falk College.

“EDGE10 is a dream partner for our sport analytics degree,” Paul said. “The opportunity to work with real-life performance data on a scale that EDGE10 provides offers enormous advantages to our students. The feedback and interaction students will have with the experts will help them in attaining their career goals.”

In the process of engaging students with advanced statistical analysis skills to bring innovative solutions to existing real-world scenarios, the partnership with EDGE10 prepares students for internships and employment in this area of sport analytics.

During the fall 2019 semester, students



in Paul's SAL 213 class worked in groups to access anonymized athlete performance and medical data samples provided by EDGE10. The company shared scenarios that detail the type of user in the athletic organization and what their goals are for the respective data sets. With a client roster that spans sport organizations in the English Premier League (EPL), National Basketball Association (NBA) and the National Football League (NFL) among other entities in sports and additional market segments, EDGE10 is a leader in helping professional sports teams manage player performance data.

“Teams and sports organizations are continually seeking to create or unveil a competi-

tive advantage with regard to enhancing athlete performance, no matter the sport,” said Michael Veley, director and chair of the Department of Sport Management. “Creating a partnership with EDGE10, a cutting-edge analytical pioneer in athlete welfare and performance, will provide endless opportunities for our faculty and students to become further engaged with improving athlete performance and recovery.”

Jason Riddell, EDGE10 senior sports scientist, said, “We are extremely excited to be partnering with the first program of its kind here in the United States at Syracuse University’s Falk College. The opportunity to work with sport analytics students at such an early, formative stage has benefitted EDGE10 immensely by allowing us to help shape and develop the skill sets that we find so valuable in today’s world of elite sport.”

The students in SAL 213 ended the fall 2019 semester by presenting their research to EDGE10 executives, with some selected to continue an independent study in spring 2020.

High schoolers test drive analytics at summer academy

Fifty-nine high school students spent three weeks in Summer 2020 enrolled in Syracuse University’s Berlin Sport Analytics Academy. The program, which was delivered virtually in two separate sessions from June 29 to July 17 and from July 20 to August 7, provided students the opportunity to explore data’s role in understanding and prioritizing information to maintain a competitive advantage in the sport industry.

The group consisted of students from the United States and Canada. They were shown how analytics are used in a variety of sports, and learned skills in various applications that are used in Sport Analytics courses at Syracuse University and in the sport industry, including

R, Tableau, SQL and more.

Guest speakers were brought in via video conferencing to share their insights, discuss industry trends, research topics and provide information on career paths in sport analytics. Students were taught by SU Sport Analytics professors Dr. Shane Sanders, Dr. Justin Ehrlich and Dr. Jeremy Losak. In addition, students participated in small group projects led by Sport Management graduate Joshua Nightingale, who has spent numerous years working in the analytics industry, as well as current Sport Analytics majors Jon Bosch, Bailie Brown, Joey Deaton, Sam Marteka and Dylan McGee.

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 sport 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.”

Syracuse University Class of 2020 Sport Analytics thesis research topics:

Ethan Alpern: *Evaluating the Impact of Salary Change on Player Performance in Major League Baseball*

Dylan Blechner: *Sentiment Analysis and Video Assistance Referees (VAR) in Professional Soccer*

Daniel Goetz: *Predicting Success of Late Round MLB Talent*

Gareth Jobling: *The Feasibility of Adding an NFL Team in London*

Kyle Liotta: *Predicting the Success of Major League Soccer Expansion*

Stephen McClain: *The Impact of Injuries on a Pitcher Returning to Play*

Nick Riccardi: *Optimizing NBA Roster Construction*

Joseph Sabel: *Predicting City Likelihood for Expansion and Relocation in US Sports*

Nicholas Schloop: *Quantifying the Value of a NASCAR Crew Chief*

Fletcher Wilson: *Finding the Factors Driving Television Ratings and Attendance in Sport*

GUEST SPEAKERS



In Fall 2019, College benefactor David B. Falk '72 (*far right*) guest-lectured in several Sport Management classes, including Research Methods taught by Dr. Mary Graham (*far left*). Falk brought to campus that day his business partner Danielle Cantor (*second from left*), who is the only woman, among approximately 30 certified by the National Basketball Players Association, to solely represent an active player. Guest lectures from sport industry professionals are a regular occurrence in sport management and sport analytics classes at Syracuse University.

Here is just a sampling of guest lecturers in 2019-2020:

Alexandria Anaheim, manager of Inside Sales, Charlotte Hornets

Dan Anyaegbunam, football operations, NFL

Stephen Basden, ISlide

Nate Bell, manager of new business development, Columbus Blue Jackets

Katie Berger, director of business operations and merchandise, Syracuse Mets

Tiffany Brec, campus project coordinator, Vera House

Tracey Burkey, manager of global accounts, Helms Briscoe

Megan Cahill, senior communications director, Syracuse Crunch

Nick Carparelli, executive director, Football Bowl Association

Todd Cross, vice president of ticket sales, Syracuse Crunch

Glenna Croy, director of volunteer services, Rescue Mission Alliance

Lauren Davis, event production manager and changeover supervisor, Syracuse

Michael Duda, managing partner, Bullish Inc.

Rachel Duffy, director of trademark licensing, Syracuse University

Sue Edson, executive senior associate athletic director, Syracuse University

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

Patti Fallick, managing director of broadcast operations, USTA

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

Drew Fischer, manager of regional sales, Tailgate Guys

Nick Fleder, basketball data analyst, Indiana Pacers

Calvin Floyd, basketball operations analyst, Sacramento Kings

Shawn Garrity, chief executive officer, Circle TPR

Nina Gernatt, key account manager, PepsiCo

David J. Halberstam, principal, Halby Group

Joe Hart, president, South Bend Cubs

Adam Harter, senior vice president, PepsiCo.

Sam Hochberg, Technology Sales Executive, Oracle

Danielle Jeweler, executive vice president, F.A.M.E.; NBA agent

Kim Keenan-Kirkpatrick, deputy athletics director, Syracuse University

Scott Kevy, senior account executive, Momentum Worldwide

Mike Lucero, global director, TwitchTV

John Madden, manager of inside sales, New York Yankees

Andrea Marino, senior manager of corporate activation/marketing, Syracuse Crunch

Tyler Nordquist, licensing manager, ISlide

Mario Oliveri, manager of inside sales, New York Yankees

Ryan Olli, licensing and business development, NFL Players Association

Alex Pache, senior manager of business development, Amazon

Deanna Pownall, senior director of partnership marketing, USTA

Mark Pozin, director of communications, NBA

Corey Raymond, marketing and fan engagement coordinator, Syracuse University

Mary Reed, director of emergency services, Rescue Mission

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

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

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

Dom Sabatino, senior manager of sales and business development, PepsiCo

Jason Smorol, general manager, Syracuse Mets

Sam Spector, manager of premium partnerships, Blitzer Sports & Entertainment

Lynn Steenberg, president, Sports Physical Therapy of New York

Eric Stensland, integrated marketing manager, Dunkin' brand

Pat Sullivan, president, Game Creek Video, LLC.

Frank Supovitz, NFL author, former Super Bowl producer

Nick Szpur, director of inside sales, New York Mets

Micah Tannenbaum, associate digital manager, NBA

Mark Trumbo, assistant athletics director, Syracuse University

Adam Vogel, senior director training and development, Sports Business Solutions

Sam Walker, *Wall Street Journal* management and leadership reporter/author

Andrew P. Weinbach, professor of economics, Coastal Carolina University

Joey Weinberg, junior data analyst of universal music group, Havas Media

Kirby Weinbauer, ticket sales, Syracuse University

Jill Weston, volunteer coordinator, Syracuse Rescue Mission

Heather Widell, owner/president, Law Offices of Heather A. Widell

Sydney Wysoczanski, lacrosse operations coordinator, Major League Lacrosse

VIRTUAL SPEAKERS:

Greg Ackerman, digital marketing analyst, Arizona Diamondbacks

Alec Arsh, manager of partnership development, San Diego Padres

Kelly Balance, entertainment coordinator, Carolina Panthers

TJ Barra, senior data quality analyst, Major League Baseball

Cody Barbuto, analyst, Kraft Analytics Group

Kevin Belbey, agent, The Montag Group

Nate Bell, manager of new business development, Columbus Blue Jackets

Danielle Berman, founder and CEO, Tackle What's Next

Gary Bettman, commissioner, NHL

Rachel Bubier, operations manager, Houston Astros Foundation

Caitlin Burke, coordinator of hospitality and events, MKTG

Jim Callis, draft expert, MLB Pipeline

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

Caitlyn Cohn, corporate citizenship coordinator, ESPN

Scott Cole, play-by-play announcer, NBA 2K League

Drew Fischer, manager of regional sales, Tailgate Guys

Adonal Foyle, former NBA professional

Bria Grant, senior manager, business intelligence, BSE Global (Brooklyn Nets)

Mitchell Gross, brand partnerships, Front Office Sports

Charma Harris, talent acquisition associate, CNA Corporation

Jenna Harmer, championship coordinator, United States Golf Association

Chris Henderson, coordinator of marketing partnerships, NBA 2K League

David Higdon, global head of communications, Riot Games

Sam Hochberg, technology sales executive, Oracle

Nancy Hogshead-Makar, Olympic champion, civil rights lawyer, CEO of Champion Women

Neil Hornsby, founder and chief executive officer, Pro Football Focus

Sandor Kopitz, sales academy manager, Boston Red Sox

Michael LaPlaca, digital specialist, Cincinnati Bengals

Raquel Marcelo, senior communications strategist, Riot Games

Eileen May-West, program director, Wasatch Adaptive Sports

Nate Medrano, manager of membership, Miami Dolphins

Casey Miller, director of business development, Tagboard

Sandy Montag, president and chief executive officer, The Montag Group

Robert Murray, associate manager, Global Procurement, PepsiCo.

Christina Myers, marketing manager, Lehigh University

Sharon Otterman, chief marketing officer, William Hill

Justin Perline, quantitative analyst, Pittsburgh Pirates

A.J. Poole, director of partnership sales and activation, Pittsburgh Steelers

Jon Shepherd, Australia's Leaders of Evolution

Rachel Shor, manager of sales, New York Islanders

David Sparks, director of basketball analytics, Boston Celtics

Rob Stabenau, SRi manager, MKTG

Olivia Stasiuk, consumer insights strategist, Dallas Cowboys

Lynn Steenberg, president and chief executive officer, Sports Physical Therapy of Central New York

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

Max Vogel-Freedman, Integration Analyst, player development and international scouting, New York Mets

Pete Ward, chief operating officer, Indianapolis Colts

Tyler Wasserman, salary cap analyst, National Basketball Association

Tyler Young, senior director of business operations, Braze

SPM news and notes

The 2019-20 academic year was productive for SPM faculty and staff on campus, domestically, and internationally. From presenting research at conferences worldwide to mentoring students on campus and in the community, SPM 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 SPM news.

Rick Burton

David B. Falk endowed professor



Burton published research on Mark Twain's unique connection to baseball in *Nine* as well as co-authoring the coffee table book, "Forever Orange: The Story of Syracuse University" in honor of SU's 150th anniversary. He serves as SU's Faculty Athletic Representative to the NCAA and ACC and is concurrently working on a number of new books and movie projects. He is a regular contributor of co-authored columns to *Sports Business Journal*.

Dennis Deninger

Professor of practice



The former ESPN production executive and three-time Emmy Award winner teaches Sport Communications, Super Bowl and Society, and Sports, Media and Society courses. Deninger, who was the founding director of the Sports Communications graduate program at SU's Newhouse School, is completing the manuscript for his second book, "The Game that Changed America," about the impact the Super Bowl has had on American life.

Dr. Justin Ehrlich

Assistant professor



Dr. Ehrlich finished his first 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 saw his research published in journals such as *JAMA Network Open*, *PLOS ONE*, and *F1000Research*. Ehrlich, whose current research focuses on football concussions, has been granted access to player cause of death statistics from the National Death Index (part of the CDC).

Dr. Mary Graham

Professor



Dr. Graham was a 2019 CUSE Grant Recipient and a Falk College Sport and Human Development Institute Seed Grant Recipient for her co-authored research on "Managerial Diversity and Misconduct by Male Professional Athletes." Dr. Graham also presented at the Labor and Employment Relations Association 2020 Meeting. She is in her final year of a Provost's Faculty Fellowship, where she works with SU's Faculty Senate to implement campus-wide shared competencies for undergraduate students.

Dr. Jeeyoon Kim

Assistant professor



Dr. Kim was on research leave for the Fall 2019 semester in South Korea, where she was invited to speak at several universities and conferences. Kim received a Falk College Seed Grant and Sport Marketing Association's Research Grant Award for her project on "Olympic Sponsorship in Small States; Strategies and Partnerships for Caribbean National Olympic Committees." Kim also worked with the Korean Sport and Olympic Committee on a project for the 2024 Gangwon Winter Youth Olympics.

Dr. Jeremy Losak

Assistant professor



Dr. Losak finished his first year at Syracuse University teaching sport analytics classes as well as co-advising the Sport Management Club and Baseball Statistics and Sabermetrics Club. He presented his research at the 2019 European Sports Economics Association International Conference in Spain, the Eastern Economic Association Meetings in Boston, and SABR Analytics Conference remotely. Losak is a 2016 Syracuse University Sport Management graduate, who completed his PhD in economics at Clemson.

David Meluni

Assistant teaching professor



Meluni spent four years as an adjunct professor in Sport Management before joining the faculty full time in 2018. He has 20 years of experience in the sport industry, including at Florida State Athletics, IMG College (Syracuse Athletics), SIDEARM Sports, New York Collegiate Baseball League and Skoresheet. Meluni teaches sales, marketing, sponsorship and promotion courses at SU, and 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 2019 European Sports Economics Association International Conference in Spain and the 2020 Academy of Economics and Finance Conference in Atlanta. Dr. Paul, a world-renowned sports economist who has been quoted by media outlets around the world, serves as advisor of the Baseball Statistics and Sabermetrics Club, teaches Sport Analytics courses at SU and oversees senior thesis projects.

Dr. Gina Pauline

Associate professor, undergraduate program director



Dr. Pauline, who has taught at SU since 2006, is conducting research on risk management, liability, and best practices of sporting events as it relates to the COVID-19 pandemic. She works on SPM curriculum, assessment planning, and is involved with SU Project Advance in the offering of sport management classes to high school students. In Spring 2020, Pauline was honored by SU's Center for Disability Resources for supporting students with disabilities.

Dr. Jeff Pauline

Associate professor, graduate program director



Dr. Pauline leads the Sport Venue and Event Management master's program. His research was accepted for presentation at the 2019 Association of Applied Sport Psychologists (AASP) national conference. He serves on the AASP Continuing Education Committee and is also a member of AASP and the SU Appeals Board. Dr. Pauline took students in SPM 101 to the Syracuse Rescue Mission to serve meals and log volunteer hours.

Patrick Ryan

Associate teaching professor



Ryan, who spent more than 30 years working in the technology industry before coming to SU in 2006, works closely with Falk College information technology staff to best outfit Falk College with the necessary equipment for the Milton Conrad Technology Center. He is also the advisor of the Sport Management Learning Community.

Dr. Shane Sanders

Professor



Dr. Sanders, who has taught at Syracuse University since 2016, was promoted to full professor in 2020. He attended the New England Symposium on Statistics in Sports and the MIT Sloan Sport Analytics Conference. Sanders was a 2019-2020 Falk College Sport and Human Development Institute Seed Grant Recipient for his research involving death rates and causes among former NFL players.

Michael Veley

Director and chair, Rhonda S. Falk endowed professor



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

Dr. Patrick Walsh

Associate professor



Dr. Walsh's research was accepted for presentation at the 2019 Sport Marketing Association Conference in Chicago and the 2020 North American Society for Sport Management National Conference in San Diego. He currently serves on the editorial boards of the International Journal of Sport Management and the Journal of Global Sport Management, and is a co-author of a Sport Marketing textbook scheduled to be published in the spring of 2021.

Dr. John Wolohan

Professor

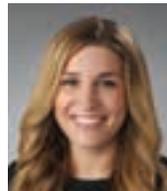


Dr. Wolohan served as a panelist and invited guest at the 2019 International Forum on Sport at Quanzhou Normal University in China, as well as at the 2019 Play the Game Conference in Colorado Springs. Wolohan, who also teaches in SU's College of Law, had his research about California's Fair Pay for Play Act published in the journal *LawinSport* in Fall 2019.

Sport Management staff updates



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



Nicole Cost (SPM class of 2008) finished her fourth year as an internship placement coordinator in Sport Management. She works with seniors on Capstone guidance, undergraduates on internships and advising, as well as being a liaison for alumni. She chairs the Emerging Leaders Council for young alumni and is the co-advisor of the Women in Sports and Events Club. Cost teaches HSH 101, SPM 201 and SPM 455.



Lisa Liparulo finished her second year as an internship placement coordinator in Sport Management. She guides SPM seniors through the Capstone process, as well as works with undergraduate and graduate students on advising and internships. She is the co-advisor of the Women in Sports and Events Club and teaches SPM 201 and SPM 455.



Kevin McNeill joined the department as an internship placement coordinator in February 2019 after spending 12 years at Le Moyne College as associate athletics director for marketing. He works with SPM seniors on Capstone guidance, as well as undergraduates on internships and advising. He also teaches SPM 201 and SPM 455.



Francesco Rivero finished his fifth year in the department, and second full year as the academic advisor for Sport Analytics. He advises Sport Analytics majors, connecting them to industry internships and working to develop partnerships to benefit the program. He assists in the coordination of SU's Berlin Sport Analytics Symposium and the Berlin Sport Analytics Academy, as well as teaches HSH 101 and SPM 201.



Kathryn Tunkel, who celebrated her 27th year at Syracuse University in 2020, is the administrative assistant to SPM director Michael Veley. She works closely with students and faculty, handles all SPM course scheduling, classroom assignments, Intra-University Transfer and SPM minor applications, and student enrollment.

ADVISORY COUNCIL



Chair

Brandon Steiner served as founder and chairman of Steiner Sports Marketing and Memorabilia for more than 30 years. Steiner launched two new companies, The Steiner Agency and CollectibleXchange, in 2019. He's the author of three books, and received Syracuse University's highest alumni honor, The Arents Award, in October 2015.



Chair Emeritus

David Falk is the founder and CEO of Falk Associates Management Enterprises (FAME). Considered to be the most influential player agent the NBA has ever seen, Falk was listed among the "100 Most Powerful People in Sport" for 12 straight years. A gift from Rhonda S. Falk '74 and David B. Falk '72 in 2011 established the Falk College of Sport and Human Dynamics.



Ronald Bernard has over 40 years experience in the entertainment, sports, and media industries in both senior operating and financial capacities. He is president of LWB Consulting, a media/sports consulting advisory to private equity firms looking to make investments in the sports/entertainment industry.



Russ Brandon is a sports executive, best known for his tenure in the front office and as president of the Buffalo Bills and the Buffalo Sabres.



Nicholas Carparelli Jr. is the executive director of the Football Bowl Association. He previously worked as a senior director at Under Armour, as the senior associate commissioner at the Big East Conference as well as with the New England Patriots and at the University of Notre Dame. He received his Master's degree from SU.



Howard Deneroff, an SU graduate, is the executive vice president and executive producer of Westwood One's sports programming, where he is responsible for the coordination of all on-air and production elements for live national radio play-by-play broadcasts of the NFL; College Football and NCAA Championship properties; the Olympics; the Masters; the PGA Championship; and the Triple Crown of Horse Racing.



Kelly Downing is a marketing veteran with more than 20 years experience working with sports teams, international sporting events, athletes, agencies, and consumer brands. She previously served as the chief operating officer of State6. The SU graduate began her career with the New England Patriots and New England Revolution.



Michael Duda is the co-founder and managing partner of Bullish Inc., a marketing and consumer investment-driven company whose portfolio has included Under Armour, Nike, Pelton, Casper, Harry's, and Warby Parker. Duda has spent 25 years in the world of Madison Avenue, overseeing multiple Super Bowl campaigns, sport company launches and partnerships.



Patti Fallick is the managing director of broadcast operations at the United States Tennis Association (USTA), where she oversees the broadcast department for both the US Open and USTA properties. Prior to the USTA, she was a member of the original team for MLB Network's record-setting launch in 2009. The SU graduate has won seven Emmy Awards.



Shawn Garrity is the founder and chief executive officer for Circle TPR, a guest experience production agency founded in 2013 in Las Vegas. Garrity has worked with many global brands including MGM, Warner Brothers, the NBA, MLB, ESPN, Orange Bowl Committee, Adobe and NBC. Garrity was a scholarship athlete at SU, playing football from 1982-86.



Mark Geddis is president and CEO of Geddis Holdings and managing partner of Super Fan Sports Fundraising. Prior to that, he was the founder and CEO of Collegiate Images and was also director of marketing communications for the Florida Marlins.



Charma Harris, a 2013 graduate of SU's Sport Management program, is a Talent Acquisition Coordinator at CNA, a non-profit research and analysis organization based in Arlington, Virginia. She worked for five years at the PGA Tour as a Tournament Services Coordinator and Manager at the WGC-Cadillac Championship in Miami, Florida.



Pam Hollander is vice president of consumer marketing at Allstate, where she leads the corporation's Sponsorship Marketing and Promotions group as well as Multicultural Marketing and Local/Agent Marketing. She joined Allstate in 2000 and has been in the marketing, communications and public relations industry for more than 25 years.



Cliff Kaplan is chairman of Equity Sports Partners (ESP), a boutique sports marketing and media company based in New York City. Previous to founding ESP, Kaplan, an SU graduate, served as president and CEO of Van Wagner Sports and Entertainment. He has been an industry leader for more than 25 years.



David Kleinhandler, an SU graduate, is president and founder of New Venture Financial Wellness and has been an entrepreneur for more than 30 years. His other projects include Dynasty Financial Partners and Foundations, including a partnership with Carmelo Anthony's "Courts for Kids."



Rob Konrad, an SU graduate, is the chairman of Alterna Financial, a Florida-based private investment management firm. Konrad began his career in the financial services industry during his career in the NFL and served as a long-time team representative for the National Football League Players Association.



Christopher Lencheski is the chief executive officer at Winning Streak Sports. Prior to this role, he worked with MP & Silva, Phoenicia Sport and Entertainment, and served as chairman of the board of managers and chief executive officer for IRG Sports + Entertainment. He has worked in the global sports and entertainment landscape for more than 25 years.



David Levy, an SU graduate, spent the last 30 years working in television. He served as president of Turner, the TV unit that houses CNN, TNT, TBS and Cartoon Network, among other assets and is now owned by AT&T, before leaving in 2019. He led the company's advertising sales, affiliate sales, and sports units.



Deidra Maddock, an SU graduate, is vice president of sports marketing at ESPN. She oversees fan and brand marketing efforts across a variety of professional league content, ESPN-owned events and fantasy sports efforts. She has contributed to numerous rights renewal and acquisition efforts.



Sandy Montag is president and CEO of The Montag Group, a talent management, consulting, content development and media strategy company focused in the world of sports, entertainment and lifestyle. Additionally, Montag spent 30 years at IMG, and also developed and launched Ari Fleischer Sports Communications.



Laurie Orlando is senior vice president for talent strategy at CBS News. The SU graduate oversees recruiting, development, and planning for on-air talent. Prior to joining CBS News, Orlando served as senior vice president for talent development and planning at ESPN.



Michael J. Patent is the co-founder and managing director of Culture Group, a pan-Asian entertainment marketing agency founded in 2016. The entertainment and brand marketing executive has a 15-year history of developing brand partnerships and strategies in the U.S. and Asia. Patent previously served as senior vice president with AEG Global Partnerships in Shanghai.



Kevin Rochlitz is the senior vice president of corporate sales and business development for the NFL's Baltimore Ravens. He previously worked for Mandalay Sports and Entertainment, and as an assistant athletic director at the University of Miami.



Jeffrey Rubin is the founder and CEO of Sidearm Sports (a Learfield IMG College company), which provides digital engagement platforms to the largest brands in college athletics. Rubin also serves as an associate professor of practice at Syracuse University's iSchool.



Ben C. Sutton Jr. (emeriti) is chairman of Teall Capital, a private equity company. Sutton was previously chairman and CEO of IMG College, which he founded as ISP Sports in 1992 and built into a nearly billion dollar enterprise. Sutton is a member of the Sports Business Journal Hall of Fame.



Kathrine Switzer (emeriti) is one of running's most iconic figures: her gender-barrier breaking run in the 1967 Boston Marathon launched the women's running revolution. The SU graduate is an Emmy-award winning TV commentator, author, speaker and founder of "261 Fearless," a global non-profit to empower women through running.



Mike Tirico, a broadcaster for NBC Sports, has handled a variety of assignments for ESPN, ESPN Radio and ABC Sports since 1991, establishing himself as one of the most recognizable faces in the industry. In 1987, he was the first recipient of the Bob Costas Scholarship, given to a broadcast journalism student at Syracuse University.



Tiffer Valente, a 2012 graduate of SU's Sport Management program, is chief operating officer at Beat The Bomb in Brooklyn. Previously, he spent five years working for IMG College, with roles in sales strategy and operations, as well as partnership marketing. Prior to IMG, he acted as a consultant for Tough Mudder in event safety and operations.



John Wildhack has served as Syracuse University's Director of Athletics since August 2016. Previously he worked as executive vice president of programming and production for ESPN. The SU graduate oversaw all of ESPN's production efforts, as well as programming acquisitions, rights holder relationship management, and scheduling.



Roland Williams, an SU graduate, is president and chief executive officer of All Pro Catalyst, a consulting firm providing program and staff development services to school districts, municipalities and non-profits. Williams, a Super Bowl champion, is also a motivational speaker, author and social entrepreneur.



Michael Wohl (emeriti) is a partner in Coral Rock Development Group. Previously, the SU graduate served as president of Pinnacle Housing Group, which focuses on the development of quality, affordable housing in South Florida.

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

Our program is special, but you already know that — you paved the way. When we talk to prospective students about career paths and college experiences, we're telling your stories. As I sit here writing this from my "home office" in Summer 2020, I think about an email from a recent graduate saying she had six calls with alumni in one week. SIX! Please don't stop sharing your stories. We appreciate your incredible support.

It's so important to stay connected with us. The best place to stay up to date with news and events is our website: falk.syr.edu/sport-management.

Be sure to also follow 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, email me at nfimbrog@syr.edu or call 315-443-7418. We love to hear from you!

Thank you again for being the strong, committed alumni base that we count on to help us succeed in educating future sport industry leaders.

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

SPORT ANALYTICS

CLASS OF 2019

Barbuto, Cody
United Auto Supply
Data Analyst

Dalton, William
TrackMan
Data Operations

Garrett IV, Charles
Long Island Net/NY Liberty
Analytics Coordinator

Hentschel, Joshua
S.M.A.R.T.
Data Analyst

Perline, Justin
Pittsburgh Pirates
Quantitative Analyst

CLASS OF 2020

Alpern, Ethan
School of Information Studies at
Syracuse University Applied Data
Science Master's Program

Blechner, Dylan
School of Information Studies at
Syracuse University
Applied Data Science Master's
Program

Goetz, Daniel
School of Information Studies at
Syracuse University
Applied Data Science Master's
Program

Jobling, Gareth
School of Information Studies at
Syracuse University
Applied Data Science Master's
Program

Liotta, Kyle
Dan Klores Communications
Data Scientist/School of Information
Studies at Syracuse University
Applied Data Science Master's
Program

Riccardi, Nick
School of Information Studies at
Syracuse University Applied Data
Science Master's Program

Sabel, Joseph
School of Information Studies at
Syracuse University
Applied Data Science Master's
Program

Schloop, Nicholas
School of Information Studies at
Syracuse University
Applied Data Science Master's
Program

SPORT MANAGEMENT

CLASS OF 2008

Akeson, Jason
Woodside Club
Operations Manager

Bissett, Stephanie
The Wheeler School
Teacher/Coach

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

Blumstein, Austin
New York Mets
Ticket Operations

Borst, Lauren
Wayfair
Technology Experience Manager

Burns, Alyson
EXOS
Health Fitness Specialist

Campbell, Lindsey
The DeBerry Group
Public Relations Manager

Cost, Nicole
Syracuse University
Sport Management Internship
Placement Coordinator

Fernandez, Emmanuel
ACE Programs for the Homeless
Job Developer

Fischer, Lauren
Elementary App
Educational Consultant

Friedman, Julie
NBA
Senior Manager, Hospitality, Business
Operations, and Global Partnerships

Goodman, Brian
Deluxe Corporation
Social Media Specialist

Guha, Saurab
Lazard Asset Management
Investment Banking Associate

Hager-Johnson, Alana
LRXD
Account Director

Harrington, Kelly
Droga5
Account Director

Hight, Jonathan
Hearts & Science LLC
Associate Director of Video
Investment

Lawicki, Amy
Arrow Electronics Inc.
Senior Event Manager

McFate, Ian
ARAMARK Corporation
Director of Growth

Miller, Casey
Tagboard
Director of Business Development

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

Petrino, Jeffery
WarnerMedia
Director, Ignite Sports

Ross, Michael
National Football League
Area Scout

Shur, Steven
Giordano Halleran & Ciesla P.C.
Attorney

Silverman, Jacob
University of Pennsylvania
Assistant Athletic Director

Stanmyre, Jackie
Community Psychiatric Institute
Mental Health and Addictions
Counselor

Suskind, Alexander
Entertainment Weekly
Senior Editor

Van Pelt, Matthew
Ellis Medicine
Director of Planning and Business
Development

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

Wynn, Robert
Northfield Consulting Group LLC
Business Manager

CLASS OF 2009

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

Babienco, Isabella
Viant Technology LLC
Key Account Advisor, Client Services

Bain, Daniel
Charlotte Bobcats
Manager

Belsky, Brian
The Bozzuto Group
Leasing Manager

Cavicchia, Robert
Inaria International
Account Manager

Dubensky, Lena
The Right Step, Inc.
Development Director

Flynn, Thomas
American Express
Director, Global Experiential
Marketing

Freiberg, Jina
Public Welfare Foundation
Grants Manager

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

Gay, Matthew
Detroit Tigers Inc.
Corporate Partnerships Sales
Manager

Higgins, John-Christopher
The LiRo Group
Associate Project Manager

Intrater, Evan
Lyft
Engineering Leadership Hiring

Jody, Ryan
Google Inc.
Video Specialist/Upfronts Team

ALUMNI

Jordan, Shawn
Central Florida Sports Commission
Manager of Business Development
and Events

Juhas, Michael
Digital Remedy
Executive Vice President, Client
Services

Kermond, Patrick
Burnham Boat Slings
Production Manager

Lampasi, Richard
Mile High Sports Radio
Producer

Langlais, Gary
CSC ServiceWorks
Corporate Counsel

Lehane, Daniel
Nissan Motor Company Ltd.
Area General Manager

Levenson, Samantha
FanDuel
Senior Director, Talent Acquisition

Lipschutz, Jeffrey
Partners Group
Regional Head, Senior Legal Counsel

Maljovec, Jordan
Law Office of Jordan Rosen Maljovec
Attorney

Meltzer, Martin
DLA Piper
Project Manager

Mountford, Thornton
SeatGeek
Manager, Revenue Operations

Orsenigo, E.
Palisades Fuel
Service Dispatcher

Payne, Brett
Snap-On Inc.
Account Manager

Perry, Matthew
SailPoint
Inside Sales Manager

Robinson, Lori
Baylor University
Learning Specialist

Rutchik, Marc
Vox Media Inc.
Senior Account Director

Selig, Tiffany
Selig Enterprises Company Inc.
Chief Operating Officer

Sternbach, Adam
Strategies for Wealth
Agency Control Officer

Stolzenberg, Jeffrey
GreenBananaSEO
Web and Search Engine Optimization
Project Manager

Szklany, Greg
American Dairy Association North
East
Public Relations Specialist

Thomas, Delante
Cleveland Municipal Court
Law Clerk and Mediator

Van Hoff, Ashley
McDermott Will & Emery
Attorney

Vandenabeele, Evan
UBS AG
Authorized Officer

Yakubovich, Jason
MJJ Brilliant Jewelers Inc.
Director of Operations

CLASS OF 2010

Abramo, Alexander
Denman Properties at Compass
Buyer Specialist

Abramson, Andrew
Riviera Partners
Partner

Alken, Mark
CBS Sports
Archivist

Bassewitz, Michael
Paragon Marketing Group LLC
Senior Account Coordinator

Bleaken, Alyssa
Cornell University
Account Representative

Brantman, Ashley
Intersport
Vice President/Group Account
Director

Brewster, Thomas
Boston Bruins and TD Garden
Communications Manager

Chernes, Zachary
Publicis Worldwide
Account Supervisor

Choi, John
ESPN Inc.
Statistics Associate

Cohn, Andrew
Deloitte
Brand Manager

Creasea, Stacie
Self-Employed
Sport and Entertainment Consultant

Leach, Chrissy
Boston Celtics
Senior Group Sales Manager

Daniels, Rachel
Houston Astros
Operations Manager

Dei, Edwin
Concise Media Design
Event Technician

DiTrani, Michael
PricewaterhouseCoopers LLP
Experienced Associate

Elken, Erik
ABC Inc.
Evening Anchor

Ferris, Trevor
Uline
Continuous Improvement Analyst

Flohr, T. Willem
Assembly
Supervisor of Integrated
Communications

Frias, Gregory
USTA Foundation
Manager Programs and Services

Gorsky, Jason
MongoDB Inc.
Lead Technical Recruiter

Grodd, Matthew
Day Lumber Company
Manager

Guzinski, Steven
SJGSports LLC
Fitness Coach

Jacobi, Joseph
Bed Bath & Beyond Inc.
Payroll Processor

Kallet, Bradley
Spartan Race
Senior Managing Editor

Langlais, Nicole
Big Noise Music Group
Director, Brand Partnerships and
Marketing

Lemon, Cooper
Anomaly
Senior Social Media Strategist

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

Lewis, Joshua
Storelli Sports
Marketing Director

Mahaffy, Brandon
DraftKings
Senior Project Manager

May-West, Eileen
Wasatch Adaptive Sports
Program Director

Mclsaac, David
Good Sports Inc.
Community Partnerships Manager

Meyer, Joseph
Bon Secours Mercy Health
Senior Financial Analyst

Miksit, Alyson
Zurich North America
Associate Underwriter

Morrissey, Calvin
New York Post
Programmatic Account Executive

Onuaku, Arinze
Professional Basketball Player

Park, Andrew
Bell & Company
Financial Manager

Persoff, Joseph
Baker & Hostetler LLP
Associate Attorney

Piken, Jonathan
Prudential Financial
Process Management Specialist

Posser, Erik
Guggenheim Partners LLC
Senior Associate

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

Reynolds, Matthew
Boston Celtics
Special Assistant to the Head Coach

Saxena, Aneesh
Wayfair
Senior Manager

Siegel-Eisman, Zachary
Seven Artist Management
Junior Manager

Sotiropoulos, Christopher
Las Vegas Raiders
Senior Director, Stadium
Development and Operations

Spicer-Lloyd, Ashley
The West Side Tennis Club
Head Tennis Professional

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

Stone, Kevin
Boston Bruins
Ticket Sales Manager

Taylor, Gordon
Implus
Product Line Manager

Watson, Matthew
Glover Young Hammack Walton and
Simmons PLLC
Associate Attorney

Weinman, Spencer
QuickFrame
Chief Revenue Officer

Weintraub, Peter
Esagoff Law Group
Legal Assistant



Sam Spector, 2016



Angela Marsh Coan, 2018



Maddie Placey, 2019

ALUMNI

Wilkinson, Sharifa
Seasoned Events
Senior Venue Operations Manager

Wood, Samuel
Puck Agency LLC
Certified PHPA Agent and Executive Assistant

Young, Tyler
Braze, Inc.
Senior Director of Operational Excellence

CLASS OF 2011

Aponte, Adriel
Robert Half
Vice President, Software and Applications

Bailey, Antwon
St. John's College High School
Educator

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

Barca, Brendan
Brendan Barca Solutions
Business/Career Coach

Bennett, Andrew
Arizona Coyotes
New Business Development Executive

Bernstein, Matthew
GR Properties USA Inc.
Assistant Project Manager

Bourque, Basil
Marqeta, Inc.
AML Compliance Lead

Burks, Arielle
RYCARS Construction, LLC
Marketing and PR Manager

Cooper, Jordan
Justworks Inc.
Account Executive

Cravitz, Zachary
Florida Panthers
Marketing Coordinator

DePoint, Devin
CaterTrax
Product Manager

Diamond, Andrew
Sirius XM
Manager, Sports Partnerships and Marketing

Fair, Shantel
Stevens Cooperative School
Associate Teacher

Granato, Richard
New York Yankees
Ticket Operations Representative

Heinen, Devon
Microsoft
Content Writer/Editor

Hoang, Thuong
Publicis Media
Financial Planning and Analysis Manager

Hucal, Julian
EY
Senior Consultant

Kanter, Maxx
G2 Worldwide
Account Associate

Kramer, Matthew
CGI Communications Inc.
Sales Associate

Kuflik, Elan
NYC Department of Education
Special Education Teacher

LaMay, Erin
Olympic Regional Development Authority
Grade 7 Laborer

Letterii, Marie
SUNY Orange
Associate Director of Admissions

Levitt, Max
Leveling the Playing Field
Founder/Executive Director

Lewin, Alexander
Reuters
Senior Manger

Magnante, Daniel
Feigco Entertainment
Coordinator

Meyer, Brian
160over90
Senior Account Manager

Meyerkopf, Samuel
NextStep Basketball Scouting
Scout

Pak, Wilson
Elite Tournaments
Assistant Director of Operations

Paul, Matthew
Salmanson Capital LLC
Vice President

Porillo, Meghan
Signature Consultants
National Account Manager

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

Condon, Ashley
University of Massachusetts Lowell
Director of Athletic Communications

Ruhland, Saralynn
Buffalo Sabres
Account Services Representative

Salvan, Morgan
360i LLC
Senior Manager/Influencer Marketing Manager

Schenker, Michael
The Montag Group
Vice President of Consulting

Schoem, Jordan
New York Ragers
President/Owner

Serra, Gabriel
Yibbly Labs Inc.
Chief Visionary

Sharkey, Brian
Indeed, Inc.
Account Manager

Shreve, Michael
MDS & Associates
Sales Associates

Stahler, Jonathan
Stahler Sports & Entertainment Law, PA
President

Stark, Hali
Major League Baseball
Director, New Media and Content Marketing

Stein, Jamie
Wasserman Media Group
Agent

Carroll, Sarah
Small Shindigs
Company Owner

Thomas, Lavoisier
ESPN
Account Services Representative

Thomas, Akeem
The Walt Disney Company
Technology and Telecom Account Executive

Thomas, Angelica
My/Mo Mochi
Director of Marketing

Werner, Zachary
Electromed Inc.
Clinical Area Manager

Woltz, Brett
Roar Digital
Partnerships Manager

Yeremian, Zachary
Sapient Corporation
Senior Associate Marketing Strategy and Analysis

CLASS OF 2012

Adamczyk, Elliot
Acadia Realty Trust
Regional Property Manager

Anthony, David
University of Tennessee Chattanooga
Assistant Director Athletic Compliance

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

Coe, Jonathan
Southern California Golf Association
Assistant Director of Communications

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

Czys, Danielle
DraftKings
Manager, Events and Experiences

McDonald, Margaret
Dude Perfect
Senior Operations Manager

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

Dos Santos, Afonso
PSAV Inc.
Senior Sales Manager

Edwards, Jennifer
Kroenke Sports & Entertainment
Account Manager

Fanelli, Joseph
The Lagasse Group
Assistant Superintendent

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

Glosser, Douglas
Montlick and Associates
Attorney

Hall, Kevin
The 212 Group
Account Manager

Handler, Eric
Madison Square Garden
Senior Manager, Pricing and Inventory

Hochberg, Samuel
Oracle
Sales Executive

Holden, Sarah
Fleet Feet Inc.
Human Resources Manager



Hugo Marsans, 2018 with fellow SU alum
Michael Patent, 2005



Drina Domic, 2019



Nick Montferret, 2017

Irvin, Zuri

Blue Duck Media
Producer

Josephs, Jordan

SingerLewak LLP
Director

Bongrazio, Caitlin

The Walt Disney Company
Recreation Guest Experience
Manager

King, William

Cleveland Indians
Inside Sales Representative

Langevin, Alison

Boston Celtics
Senior Manager, Corporate
Partnerships

Lazare, Zachary

Madison Square Garden
Director of Account Management

Lomasky, Marc

Lowenstein Sandler LLP
Attorney

London, Stephen

Motherpucker.ca
Writer

Marks, Alyssa

National Basketball Association
Director, NBA 2K League

McLaughlin, Garrett

USA Football / Bates College
Assistant Football Coach

Naylor, Andrew

Dick's Sporting Goods Inc.
Assistant Store Manager

Nightingale, Joshua

MRM
Senior Data Analyst

Norowski, Benjamin

New York Red Bulls
Youth Soccer Supervisor

Odell, Justin

Mindshare
Account Manager

Prisco, Anthony

BeerBoard
Draft Beer Optimization Associate

Proctor, Brian

Special Care Systems
Sales Executive

Punda, Katherine

Boston Celtics
Senior Account Executive

Reilly, Jennifer

Hello! Destination Management
Account Executive

Resavy, Nicholas

Northeast Elite Basketball
Head Coach

Reuben, Jeffrey

ISM
Senior Manager, Sport Partnerships
and Activations

Ricco, Richard

NBC Sports Group
Technical Logistics Assistant

Rollins, Brandon

Aquarius Sports and Entertainment
Director, Client Services

Ruff, Brett

Buffalo Sabres
Coordinator of Hockey
Administration

Salmon, Jamal

Paramount Pictures Corporation
Senior Vice President, Research and
Analytics

Shimrat, Alexander

PromoShop Inc.
Sales Manager

Sohl, Rudolph

Murray Guari Trial Attorneys
Associate Attorney

Tischler, Michael

Comcast Corporation
Facilities Project Manager

Valente, Christopher

Beat The Bomb
Chief Operating Officer

CLASS OF 2013**Abrams, Jesse**

New Jersey Devils
Senior Manager, Marketing
Partnerships

Alexander, George

Jared the Galleria of Jewelry
Jewelry Specialist

Altavilla, Drew

Louisiana State University
Event Management Coordinator

Arrospide, Andrew

Alfa
Co-Founder

Belanger, Erica

ASICS Digital
Integrated Marketing
Communications Manager

Berkowitz, Jacob

Monumental Sports & Entertainment
Event Manager

Boepple, Ryan

University of Colorado School of Law
Law Student

Botwinick, Michael

CNA Insurance
Lawyer Liability Claims
Representative

Brest, Eric

Catalyst Sports
Player Representative

Bruce, Rebecca

JPMorgan Chase & Company
Sports and Entertainment Marketing

Bunting, Ryan

Pulse Creative
Vice President of Development

Ciferri, Marley

The Chef Agency
Chief Recruiting Officer

Cohen, Benjamin

Janney Montgomery Scott
Vice President, Dealer Sales

Cohen, Matthew

Riddle & Bloom
Account Supervisor

Cohen, Daniel

KSHB Kansas City
Reporter

D'Ambra, Drake

SignalPath
Client Engagement Manager

Davidson, Philip

Queensboro FC
Vice President of Sales

Faske, Derek

Flex Marketing Group
Sales and Marketing Manager

Geisenheimer, Steven

MLB Advanced Media
Digital Media Analyst

Harris, Charma

CNA Financial Corporation
Talent Acquisition Associate

Higger, Eric

Bernstein Private Wealth
Management
Private Client Senior Associate

Jacobino, Jonathan

Golf Digest
CRM Marketing Manager

Kearney, Jameson

National Football League
Ad Solutions

Kwasnowski, Elizabeth

National Football League
Manager, Sponsorship and
Partnership Relations

Lecce, Michael

Radegen Sports Management
Director of Client Marketing and
Business Development

Lennon, Michael

Allstate Sprinkler Corp.
Sales Team lead

Linowes, Rayna

Spartan Race Inc.
Production Procurement Manager

Lyons, Davis

Van Wagner Sports & Entertainment
LLC
New Stadium Sales Consultant

McWhirter, Iain

MKTG
Account Director

Millan, Joshua

Whistle
Director of Content Partnerships

Nelson, Dylan

JPMorgan Chase & Company
Associate

Noel, Taylor

Bain & Company
Executive Assistant

Olivero, Antonio

The Wall Street Journal
Sports Reporter

Pache, Alexander

Amazon
Senior Manager, Business
Development

Pannucci, Elizabeth

Princeton University
Manager of Intercollegiate
Programming

Plaut, Jonathan

DVSPORT, Inc.
Replay Manager

Ray, John

Siete Family Foods
Business Intelligence Manager

Rudy, Aaron

Dartmouth College
Assistant Athletics Director for
Marketing

Ruiz, Carlos

MLB Advanced Media
Senior Digital Producer

Bruno, Nicole

Jaguar Land Rover
Retail Marketing Senior Specialist

Samost, Matthew

Vinik Sports Group
Vice President of New Ventures

Silberman, Andrew

CyberArk Software Inc.
Senior Products Marketing Manager

Solomon, Ian

Barstool Sports
Senior Associate, Partnership
Marketing

Spodek, Chad

City Lumber Inc.
Financial Account Manager

Stabenau, Robert

MKTG
SRi Senior Manager

Voelker, Alvaro

BODYARMOR
Multicultural Marketing Manager

Wallace, Logan

Head-Royce School
Associate Teacher

Wasserman, Tyler

National Basketball Association
Salary Cap Analyst

Wilburn, Clayton

Auth0
Account Development Representative

Youle, Catherine

Primary Wave Alliance
Marketing Operations Associate

CLASS OF 2014**Ackah, Richard**

Walt Disney Television
Senior Multimedia Sales Planner

Andre, Matthew

Universal Tennis
College Program Manager

Ashe, Matthew

Octagon
Account Manager

Ayres, Alexandra

United States Olympic Committee
Partner Marketing Coordinator

Bailey, Stephen

Syracuse Media Group
Sports Reporter

Baylor, Curtis

Bswift
Health Concierge

Beck, Andrew

Lehigh Valley IronPigs
Manager, Corporate Partnerships

Bernstein, Zoe

Noun Agency
Director, Accounts and Strategy

Blewis, Brian

NBC Sports Washington
Manager, Content Planning

Boory, Alexander

Philadelphia Flyers
Sales Associate

Brooks, Beau

Power Home Remodeling
Marketing Consultant

Corasaniti, Peter

Syracuse University
Director of Men's Basketball
Operations

DiDonato, Andrew

SportsEngine
Customer Service Team Lead

ALUMNI

Dragona, Anthony
National Basketball Association
Global Events

Feldman, Paige
Creative Artists Agency
Executive

Greenfield, B ett
Hartford Athletic
Sponsorship Sales Manager

Haggerty, Kylee
Casper
Retail Events Programming Manager

Hart, Nolan
Bernstein Private Wealth Management
Financial Advisor

Hewitt, Cory
National Grid USA
Associate

Hill, Devin
Barnicle Brothers Inc.
Producer

Jacobson, Max
Home Team Sports
Account Executive

Jordan, Jasmine
Jordan Brand/Charlotte Hornets
Basketball Operations

Kelley, Robert
All Fill Inc.
Regional Sales Manager

Kim, Sunghwan
ESL - Turtle Entertainment
Junior Account Executive

Kozar, Steven
CSM Sport & Entertainment
Account Director

Lee, Mari
M Resort Spa Casino
Sports Partnership Manager

Lerner, Charles
TAO Group
TAO Cares Engagement Coordinator

Lewis, Marcel
IBM Corporation
Commercial Account Executive

Lyons, Courtney
New York Road Runners
Coordinator, NYRR Run for the Future

Maher, Bennigan
Olympia Sports
Store Manager

Mankowski, Meg
Scout Sports and Entertainment
Senior Manager, Experiential

Matschiner, Thomas
Major League Soccer
Manager, Brand Alliances

McAlmont, Sydney
Policygenius Inc.
Case Management Associate

McLean, Amanda
New York Yankees
Community Relations Coordinator

Morel, Javier
Quantcast
Technical Account Specialist

Muratev, Chad
72andSunny
Senior Communications Strategist

Murray, Robert
PepsiCo
Global Procurement

Pagano, Matthew
Net Natives
Account Manager

Peterson, Eric
Goldman Sachs
Experienced Hire Recruiter

Philipson, Jeremy
FanDuel Inc.
Software Engineer

Rathbun, Stephen
The Rockport Company
Senior Manager, Sales and Marketing

Rosenblum, Brandon
Indeed.com
Account Executive

Rubach, Gabrielle
Relevant
Account Coordinator

Sagarin, Andrew
Berkshire South Regional Community
Center
Grants and Development Manager

Schotz, Zachary
BODYARMOR
Social Media Manager

Smith, Jordan
Gow Media
Account Manager

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

Sperino, David
United Rentals
Inside Sales

Steverson, Jennifer
NBC Universal Media LLC
Manager, Agency Partnerships

Stransky, Jan
Accenture
Senior Client Sales and Support
Analyst

Sugjura, Daisuke
Wasserman
Senior Manager, Operations and
Player Relations

Tavernier, Alex
Genius Sports Media
Senior Business Development
Manager

Tessler, Ryan
Joe Hand Promotions Inc.
Senior Account Executive

Wentzell, Jack
ASM Global at Allegiant Stadium
Operations Manager

Wilson, John
The Athletic Bridge
Founder and Chief Executive Officer

CLASS OF 2015

Agresto, Kevin
Greenlight Financial Technology
CRM Marketing Manager

Albright, Zachary
JPMorgan Chase & Company
Associate, Data and Analytics

Allam, Mohamed-Yusef
ADP Monroe Township
District Manager

Amantia, Nico
Scout Sports and Entertainment
Senior Account Executive

Baren, Shaan
LourdMurray
Associate Wealth Manager

Barrie, Fergus
Sports Direct
Football Account Director

Bass, Scott
J. Bass And Son Inc.
Director/Sales

Baumer, Meghan
SIDEARM Sports
Support Specialist

Beck, Michael
Roadster Inc.
Manager

Brown, Jocelyn
Privy
Account Executive

Burke, Regina
Varian Medical Systems
Executive Assistant, Government
Affairs

Butler, Brianna
Penn Medicine Department of
Radiology
Administrative Coordinator

Bynum, Keara
The Madison Square Garden
Company
Operations Coordinator, Corporate
Hospitality

Carr, Kelly
Sidley Austin LLP
Associate Attorney

D'Accordo, Michael
Deutsche Bank
Structured Lending Associate

Del Guercio, Brooke
Major League Baseball
Senior Coordinator, Client Services

DiDonato, James
CSM Sport & Entertainment
Manager, Account Leadership

Eidelman, Alec
United Parcel Service Inc.
Package Supervisor

Eklund, Haley
MKTG
Manager, Sponsorship Strategy and
Activation

Embry, Claire
Lippe Taylor
Manager, Analytics

Evans, Ryan
Eagle Rock Advisors LLC
Senior Analyst

Fernandez, Emmanuel
ACE Programs for the Homeless
Job Developer

Filippi, Matthew
Ballengee Group
Manager, Analytics

Frederick, Conor
Bitly
Senior Enterprise Account Executive

Gonzalez, Diana
Success Academy Charter Schools
Lead Teacher

Gorman, Daniel
United Solutions, LLC
Project Manager

Greenway, Chelsea
ZogSports
Sales Manager

Gregory, Brittany
Teach For America
Teacher

Harmer, Jenna
United States Golf Association
Championship Coordinator

Hill, Kevin
The Aspire Group, University of
Maryland
Manager, Service and Retention



Anna Vergara, Janelle Williams and
Anna Zorn SVEM, 2018



CB Garrett, 2019, Jeff Maizes, 2017, Ryan Cabiles, Alex Kline,
2016, Ben Horwitz, 2017, Ricky Pasternak, 2018



Candace Sena SVEM, 2017

Kaseman, Mackenzie

'47
Associate Account Manager

Keyv, Scott

Momentum Worldwide
Senior Account Executive

Kopitz, Sandor

Sandor Kopitz
Manager, Sales Academy

Korolev, Kristina

ELM Developments
Project Coordinator

LaCombe, Alexis

National Women's Hockey League
Professional Hockey Player

Laifer, Harrison

National Basketball Association
Associate Manager, Merchandising
Partnerships

Levy, Brett

SportsGrid
Video Coordinator

Liemer, Colby

Scout Sports and Entertainment
Senior Account Executive

Lloyd, Tatum

MOCCDC
Data Analyst Consultant

Ludwig, Max

Rosenberg and Steinmetz
Law Clerk Associate

Mastin, Jonathan

Disney Cruise Line
Sales and Service Agent

Mindock, Stephanie

Loyola University Maryland / MASN
Executive Producer

Mischel, Zachary

Apollojets
In-House Counsel

Nassar, Albert

Merrill Lynch
Financial Advisor

Peters, Derek

National Basketball Association
League Operations Assistant

Caporizzo, Carly

Phoenix Marketing International
Director of Sample Operations

Rechler, Benjamin

SPM Soccer
Players' Agent

Rose, Matthew

CSM Sport & Entertainment
Manager, Creative Strategy

Ruben, Kate

The Montag Group
Chief of Staff and Director of Brand
Development

Shapiro, Robert

OUTFRONT Media
Account Executive

Skwiersky, David

KPMG US
Financial Services Internship

Stevenson, Austin

Explore Solutions
Digital Brand Development Manager

Strong, Hanna

MaxWay Performance
Social Media Marketing Coordinator
/ Coach

Szczygiel, Erica

New York Islanders
Sales Account Manager

Thweatt, Kyle

Vermont Department of Labor
Communications and Outreach
Coordinator

Walker, Bryson

Tampa Bay Buccaneers
Account Executive

Wickham, Kathryn

Syracuse University
Recreation Services Supervisor

Wildhack, Sean

PGA Tour
Tournament Business and Sponsor
Relations Coordinator

Wilkinson, Brian

Neodent USA
Territory Manager

Winter, Max

New York City Police Department
Agency Attorney

Wood, Alyssa

MKTG
Senior Manager of Sponsorship
Strategies and Activation

Zombek, Ethan

Lone Peak Realty
Assistant Property Manager

CLASS OF 2016**Bengis, Julie**

Smile Train
Manager, Team EMPOWER

Biggins, Elijah

Genius
Integrated Marketing Strategist

Billitier, Hailey

fuboTV
Manager, Content Strategy and
Acquisitions

Bocianski, Jakob

Ogilvy
Account Executive

Brenner, Jayson

Kindred Group
Associate Product Manager

Brody, Megan

ViacomCBS
Programmatic Account Service
Representative

Campeas, Emily

Yelp
Training Specialist

Cantwell-Papale, Gabriella

Philadelphia 76ers
Game Presentation Manager

Carlson, Timothy

Diligent Corporation
Client Development Representative

Chan, Michael

TaylorMade Golf Company
Experiential Lead

Cummings, Martin

Active International
Digital Media Coordinator

Curran, Jake

Apple Inc.
Specialist

Daniels, Jessica

Make-A-Wish International
Wish Journey Coordinator

Doskow, Sydney

Overtime
Account Manager

Emerich, Jason

Wheeling University
Recruiting Coordinator/Offensive
Line Coach

EO, Brian

EY
Assurance Staff

Feinman, Daniel

Chorus.ai
Senior Business Development
Consultant

Fine, Jenny

Turner Sports
Marketing Coordinator

Freedman, Benjamin

Beyond Sport
Development Manager

Friedell, Samuel

Heroic Sports
President/Founder

Garofalo, Jeffrey

Marmion Academy
Basketball Coach

Gomolka, Jacob

Austin Spurs
Game Operations Coordinator

Greenwald, Ryan

Sam Berman Charitable Foundation
Inc.
Director

Gutman, Michael

Yext
Account Executive

Hamill, Robert

IMG College
Partner Services Coordinator

Hascoe, Harrison

New York Empire Tennis
Facility Operations/Events
Coordinator

Hirschberg, Dean

Multipet International
Marketing, Sales, and Product
Development

Howard-Orr, Alexis

Tropical Foods LLC
Accounting Coordinator

Howe-Lubowich, Hannah

UNICEF
Associate, Sports and Integrated
Marketing Partnerships

Johnson, Blake

Atlanta Hawks
Senior Coordinator, Community
Basketball Programs

Karslioglu, Peri

Disney
Marketing Strategy Manager,
National Geographic

Katz, Brett

Xandr
Senior Sales Planning Analyst

Koeppel, Max

Koeppel Rosen LLC
Associate

Langdon, Cady

National Football League
Health and Safety Initiatives
Coordinator

Leist, Matthew

Loyalty Above All
Vice President

Losak, Jeremy

Syracuse University
Assistant Professor of Sport Analytics

Luther, Adam

Van Wagner Sports & Entertainment
Account Executive

Lynn, Cameron

Army Historical Foundation
Marketing Manager and Program
Outreach Specialist

Maizlish, Evan

Box
Senior Commercial Account
Executive

Major, Brendan

Eaton Crouse-Hinds
Customer Service Representative

Marra, Christopher

Prometheus Group
Team Lead, Business Development

McCrea, C'Ara

EY
Campus Ambassador

Mendelson, Jordan

Berry Industrial Group Inc.
Executive Assistant to the President

Mongiello, Drew

Northwell Health
Clinical Practice Plan Representative

Moriarty, Jeremiah

The Steiner Agency
Account Manager

Oh, Chang Hwan

Korea Men's National Basketball Team
Interpreter

Petkevich, Kathryn

San Francisco Giants
Event Manager

Polsky, Jake

Sullivan Papain Block McGrath
Coffinas & Cannavo
Legal Intern

Regan, Sky

Los Angeles Clippers
Group Sales Associate

Rodriguez-Ema, Rafael

PREPA
Executive Office Systems
Administrator

Rosenwald, Benjamin

BSE Global
Senior Research Analyst

Rothstein, Adam

Mindshare Entertainment
Associate

Sadat-Tehrani, Tara

CBRE
Client Services Coordinator

Salerno, Salvatore

Blue Signal Search
Executive Recruiter

Schneider, Jonathan

M&C Saatchi Sport & Entertainment
Senior Account Executive

Shahar, David

Scale Management
Talent Coordinator

Shaw, Jared

Wynn Las Vegas
Event Promoter

Sherfey, Samuel

Baltimore T-Shirt Company
Sales and Operations Manager

Siegel, Sophie

OneTeam Partners
Content Coordinator

ALUMNI

Sparks, Jacquelyn
CSM Sport & Entertainment
Senior Account Coordinator

Spector, Samuel
Prudential Center
Manager of Premium Partnerships

Tabak, Max
ButterflyMX
Sales Director

Tillotson, Jordan
The Hoop Group
Vice President of Operations and Administration

Troia, Meghan
Wunderman Thompson
Associate Project Manager

Rafferty, Hannah
Event Strategy Group
Event Manager

White, Marcus
NBC Sports
Writer and Web Producer

Wisn, Micah
Blackhawk Network
Client Success

Young, Sean
DePuy Synthes Companies
Sales Consultant

CLASS OF 2017

Avigdor, Harrison
National Basketball Association
Coordinator, USA Basketball

Bishop, Angus
Maple Leaf Sports and Entertainment
Partnership
Coordinator, Global Partnerships

Brennan, Christina
CelebExperts
Vice President of New Business
Development

Carter, Alexander
Wilker Realty
Realtor

Ciferri, Peter
Binghamton University
Assistant Lacrosse Coach

Conetta, Colby
CBS Sports Network
Ticker Operator

del Sol, Emma
Hillel International
Philanthropic Partnerships Associate

Diaz, Mateo
Verizon
Legal Intern

Ellman, Matthew
NBCUniversal
Digital Sales Planner

Feola, Joseph
AEG
CRM Analyst

Friedman, Samuel
Swag.com
Business Development Consultant

Grassadonia, Meghan
Excel Sports Management
Marketing Manager

Greenstein, Emily
Reprise Digital
Specialist, Paid Social

Grossman, Alexander
Hofstra University
Graduate Student

Grotenstein, Joshua
OwnBackup
Account Executive

Hamilton, Nicolette
Point Place Casino
Promotions Coordinator

Horwitz, Benjamin
William and Smith Colleges
Men's Basketball Assistant Coach

Hoyle, Madeline
WorldMark Depoe Bay
Guest Services Associate

Jenner, Isabelle
WarnerMedia Ad Sales
Marketing Coordinator

Kassoff, Jared
KeyBanc Capital Markets
Assistant Vice President

LaRosa, Lee
Elton John AIDS Foundation
Development Coordinator

Larsen, Erika
The IRONMAN Group
Race Director

Lattimore, Zachary
Professional Athletes
Personal Assistant

Linabury, Samuel
Prolific 1
Business Development Associate

Luna, Marcos
The Marketing Arm
Production Coordinator

Maizes, Jeffrey
NBC Sports Group
Digital Sponsorship Integration
Specialist

Marinelli, Ian
The Madison Square Garden
Company
Account Executive

Marsh, Jonathan
Rapid7
Cybersecurity Solutions Provider

McDonald, Zachary
Indianapolis Indians
Community Relations Coordinator

McGrory, Reid
Keurig Dr. Pepper
Consumer Engagement Associate
Manager

McHale, Casey
AT&T
Sales Consultant

Miller, Mallory
Fencers Club
Program Director

Milliken, Pierce
Hughes Marino
Associate Vice President

Mitchell, Matthew
Planet Fitness
General Manager

Mizruchi, Mikayla
American Lung Association
Administrative Assistant

Montferret, Nicholas
Air Force Academic Athletics
Assistant Director of Marketing

O'Brien, Daniel
UMass Amherst
Director of Football Operations

Parauda, Nicholas
Atlanta Hawks
Basketball Operations Assistant

Pongetti, Rebecca
Under Armour Inc.
Senior Professional, Brand Marketing

Ranieri, Francesca
National Hockey League
Executive Assistant of Content

Reese, Kevin
Momentum Worldwide
Account Executive

Rice, Jordan
San Diego Gulls
Digital Marketing Coordinator

Robinson, Brian
Excel Sports Management
Senior Coordinator, Brand Marketing

Romansky, Matthew
Optimum Sports
Assistant Negotiator

Rosenhaus, Talia
BSE Global
Coordinator, Global Partnerships and
Events Strategy

Rotondo, Michael
BSE Global
Manager of Premium Ticket
Operations

Scanlan, Daniel
Kindred Partners
Partner

Schwartzman, Joshua
MKTG
Sponsorship Strategy and Activation

Serra, Paige
MacWilliams Law PC
Student Associate

Sewerin, Oskar Emil Anders
Generation Pep
Event Manager

Shea, Alexander
Raden Sports
Senior Manager, Client Marketing

Shelmidine, Marcus
Syracuse University Athletics
Women's Basketball Video
Coordinator

Sirota, Samuel
SL Green Realty Corp.
Associate Underwriter

Trust, Bradley
Hofstra University
Assistant Film Coordinator

Tumminia, Sara
Van Wagner Sports and
Entertainment
Production Coordinator

Twomey, Nicholas
CSM Sports & Entertainment
Account Manager

Van Ermen, John
William Hill
SportsBook Supervisor

Vest, Jason
New York Islanders
Account Manager

Voorheis, Patrick
Cambridge Public Schools
Instructional Aide

Weinberg, Joseph
Havas Media Group
Junior Data Analyst

Weisman, Samantha
Momentum Worldwide
Account Executive

Weiss, Simon
Townsquare Interactive
Digital Marketing Specialist

CLASS OF 2018

Allen, David
Squar Milner
Business Development



Cody Barbuto SAL, 2019



Joey Weinberg, 2017, Jeremy Losak, 2016, and Bradley Trust, 2017



Baylee Douglass SVEM, 2019

ALUMNI

Banks, Jessica
Creative Artists Agency
Brand Consulting Assistant

Beach, Cobie
Waste Harmonics
Customer Service Representative

Beyer, Leah
Live Nation Entertainment
Sponsorship Coordinator

Birns, Jeremy
RDE Advisors, Inc.
Office Leasing Associate

Bongiorno, Joseph
New York Yankees
Season Tickets Coordinator

Borza, Timothy
DSJ Global
Consultant

Breitenmoser, Jan
FC Wil 1900 Switzerland
Sporting Coordinator

Bremer, Keith
Tennessee Titans
Fan Services Assistant

Broderick, Christopher
New Jersey Devils
Ticket Operations Coordinator

Carlson, Kelsey
Lehigh Valley IronPigs
Manager of Group Sales

Castro, Destiny
New York City Football Club
Ticket Sales Coordinator

Chun, Seung Han
KCC Corporation Korea
Sales

Cook, Alexandra
The IRONMAN Group
Senior Athlete Services Coordinator

Custis, Jamal
National Football League
Professional Football Player

DeGuzman, Christian
Freelance
Baseball Play-by-Play Broadcaster

DiPaola, Nicklaus
Legends Global Sales
Premium Sales Consultant

Essaghof, Joy
Legends
Business Development Analyst

Fishbein, Daniel
NMPi
Senior Partnership Sales Associate

Fleischer, Carly
Kicks By Carly
Founder

Friedman, Matthew
The Madison Square Garden
Company
Coordinator, New Business
Development

Gardner, Sarah
NBA
Production Trainee

Gorman, William
DICK'S Sporting Goods Fulfillment
Center
Group Leader

Harlow, Justin
Urban Sports Hall of Fame of Syracuse
Business Operations

Henderson, Christopher
National Basketball Association 2K
League
Coordinator, Marketing Partnerships

Jaffin, Davi
Grit Player Services, LLC
Co-Founder

Jordan, Lawrence
Google
Enterprise Business Development

Kent, Jeffrey
Vermont Lake Monsters
Director of Marketing and In-Game
Entertainment

Kim, Jaeseung
United States Army Reserve
Officer

Kropp, Benjamin
The Aspire Group Inc.
New Business Consultant

Lagerweij, Elise
Utrecht University
Law Student

Leihar, Sydney
U.S. Department of Education
Management and Program Analyst

Lynch, William
Cynet Security
Sales Development Representative

Marciello, Stephen
Sports Info Solutions
Senior Video Scout

Massino, Kellan
Penn Interactive
Player Experience Specialist

Mayer, Alexandra
William Morris Endeavor
Non Scripted Sports TV Assistant

Mejia, Anthony
Four Athletics
Senior Project Line Manager

Minor, Oliver
CloudLex, Inc.
Cloud Solutions Consultant

Monihan, John
Digital Remedy
Account Manager

Morano, Caroline
Thuzio
Event Manager

Myers, Christina
Lehigh University Athletics
Marketing Manager

Neal, Emily
GoExpedi
Procurement Intern

Neumann, Matthew
DraftKings
Customer Experience Associate

Newsome, Elijah
MKTG
Coordinator

O'Connor, Kyle
Convenc
Account Coordinator

O'Connor, Daniel
Premier Partnerships
Senior Analyst

Pappalardo, James
CIT
Marketing Specialist

Pasternak, Richard
NBA
Game Reviewer

Penta, Tyler
Fross Zelnick Lehrman & Zissu
International Legal Assistant

Peters, Christopher
MSG
Account Executive

Polanco, Deanna
Monami Entertainment
Executive Assistant

Potolski, Matthew
NBC Sports Group
Junior Publicist

Prescott-Moore, Da'Sha
Georgia Tech Athletics
Hospitality Intern

Prisco, Matthew
White Ops
Business Development Analyst

Ritholz, Julian
Authentic Brands Group
Manager of Business Development

Robinson, Matthew
Futures Sport + Entertainment
Junior Analyst

Ross, Gabriel
360Learning Engagement Platform
Digital Learning and Sales Enablement
Advisor

Rossetti, Benjamin
NBCUniversal
Digital Sales Planner

Rouso, Eli
MSG
Group Sales and Service

Rubenstein, Benjamin
Snackpass
Business Operations and Expansion
Manager

Rubin, Paulina
CSM Sport & Entertainment
Account Coordinator

Ryback, Austin
Long Island Nets
Account Coordinator

Schuster, Jake
The Hotaling Group
Insurance Specialist

Shaiman, Benjamin
The Strategic Agency
Account Executive

Smith, Jason
Fairfax County Public Schools
Instructional Assistant

Spyropoulos, Eric
Kroenke Sports & Entertainment
Digital Media Coordinator

Telesford, Morgan
St. Patrick's Episcopal Day School
Development and Communications
Associate

Van Loon, Matthew
Digital Remedy
Media Buyer

VanRaamsdonk, Robert
New York Islanders
Account Executive

Wang, Wei
Wasserman
Talent and Marketing Executive

Weiss, Erik
DraftKings
Senior Customer Experience
Associate

Wood, Alex
TeamWork Online
Director, Marketing and Product
Management

Wyszczanski, Sydney
Major League Lacrosse
Mid-Atlantic Operations Manager



Sierra Lever SVEM, 2014



Alyssa Wood, 2015 and Caitlin Burke, 2019



Alec Beiber, 2019 with SU alum Brandon Steiner

ALUMNI

Yablonski, Corey
Otis Elevator Company
Account Manager

CLASS OF 2019

Alechammas, Zachary
Ogilvy & Mather Worldwide Inc.
Client Finance Analyst

Arnold, Nikolai
Lycoming College
Assistant Basketball Coach

Austin, William
starpower
Account Coordinator

Banner, Jonathan
NFL Films
Production Assistant

Basile, Nicholas
New York Yankees
Junior Sales Associate

Becker, Evan
LA Kings
Inside Sales Representative

Belbey, Shaun
Shaun Belby Basketball
NBA Skills Coach

Bennett, Jonathan
Siegel Sports & Entertainment
Intern

Bieber, Alec
CollectibleXchange
Marketing Manager

Birdsall, Samuel
SportsFan
Analytics and Sales Associate

Bisson, Rebecca
New York Mets
Account Executive

Burke, Caitlin
MKTG
Coordinator, Hospitality and Events

Carlson, Nicholas
Horizon Media, Inc.
Assistant Brand Strategist

Cavalier, Michael
The Topps Company
Associate Content Producer

Cornelius, Aaron
POINT 3 Basketball
Assistant Operations Manager

Critchlow, Timothy
IMG
Production Assistant

Daly, Brigid
Anheuser-Busch
Senior Specialist, Influencer
Marketing

D'Aversa, Lucas
New York Yankees
Sales Associate, Group Inside Sales

De La Fuente, Anthony
CSM Sport & Entertainment
Consulting Coordinator

DeLabruere, Jonathan
NASCAR
Account Executive

Domic, Drina Adriana
NBA
Associate Manager, Team Strategy
and Analytics

Duerr, Hannah
U.S. Soccer Federation
Referee Operations Coordinator

Eckenrod, Marc
Super Fan Sports Fundraising LLC
Business Strategist

Feinberg, Michael
ESPN
Programming Coordinator

Gargiulo, Ryan
Syracuse University
Women's Basketball Video Assistant

Godnick, Andrew
NBAPA
Administrative Assistant

Gold, Nicholas
USA Swimming
Sport Development Intern

Goldberger, James
Romano Law PLLC
Legal Extern

Greenberg, Seth
Learfield IMG College
Sales Analyst

Gwiazdowski, Matthew
FXSpotStream
Client Services and Support

Hamilton, Daniel
University of South Florida
Assistant Director of Communications

Herrington, Owen
Syracuse Crunch
Account Executive

Israel, Adam
New York Mets
Ticket Services Representative

Israel, Erel
Guidepoint
Associate

Jenanyan, Samuel
starpower
Account Coordinator

Kaczorowski, Jack
MuteSix
Sales Development Representative

Katz, Joshua
Baltimore Ravens
Business Analyst

Khalil, Daniel
Cascade Maverik Lacrosse
Event and Promotions Intern

Krumbine, Erica
New York Yankees
Coordinator, Yankee Stadium Events

Kurasz, Taitum
Tucson Roadrunners
Coordinator, Corporate Service

Kuruc, Michael
King's College
Director of Hockey Operations

Lavelle, Olivia
Cleveland Indians
Coordinator, Digital Products

Li, Xinyu
Future Arena
Business Development

Lovece, Matteo
iHeartMedia
Account Coordinator

Lowenthal, Nick
U.S. House of Representatives
Congressional Intern

Maish, Stefan
AxGen
Business Development Intern

Marsans, Hugo
Culture Group
Partnerships Manager

McLoughlin, Marielle
Mississippi State
Football Operations Assistant

Meyer, Andrew
Baltimore Ravens
Community Relations

Miles, Nathan
IXIS
Data Analyst

Miller, Alex
SBG Funding
Account Executive

Narracci, Jake
ESPN
Sports Data Analyst I

Natowitz, Austin
Major League Baseball
Designer

Newman, Alexander
ViacomCBS
Client Service Representative

Onwuvalu, Chukwudubem
Deutsch
Assistant Account Executive

Pessar, Ayal
Roar Digital
Partnerships Coordinator

Placey, Madeline
ESPN
Marketing Coordinator

Quigley, Andrew
Talent Resources
Brand Relations Manager

Redett, Quinton
Charlotte Hornets
Inside Sales Consultant

Rubin, Micah
UNC School of Law
J.D. Candidate

Ruiz, Javier
Home Team Sports
Client Service Coordinator

Sawyer, Phillip
Atlanta Hawks
Membership Associate

Schwartz, Jack
Optimum Sports
Assistant Account Executive

Selig, Sean
Loyola University Chicago
Video Coordinator Women's
Basketball

Senif, Kurtis
HomeAdvisor
Inside Sales Representative

Shaw, Perez
PowerSpike
Campaign Associate

Stanley, Sara
Stewart Law Group
Marketing Assistant

Steele, Cameron
Monumental Sports & Entertainment
Account Executive, Inside Sales

Stoekling, Fabian
Eichgarten Immobilien AG
Project Manager

Tabak, Aaron
Segal Law Firm
Legal Intern

Torres, Alicia
CSM Sport & Entertainment
Account Coordinator

Towns, Austin
Cleveland Cavaliers
Account Coordinator

Vaughn, Sterling
NEPC
Investment Operations Associate

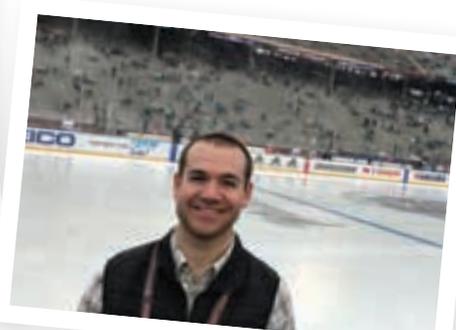
Warner, Kristen
MKTG
Sponsorship and Activation Trainee



Allie LaCombe, 2015



Matt Samost, 2013



Matt Potolski, 2018

Whitman, Griffi

LFG Sports
Founder and CEO

Williamson, Bradley

Van Wagner Sports & Entertainment
Account Executive

Yoo, Ethan

Thomas Safran & Associates
Assistant

Zacchilli, Nicholas

Corporate Brokers
Case Manager

Zimmermann, Daniel

Verse Gaming
Founder and CEO

CLASS OF 2020**Adams, Thomas**

Atlanta Hawks
Inside Sales Associate

Appel, Peter

New York Yankees
Junior Sales Associate

Aretsky, Brad

Brooklyn Law School
Law Student

Blutig, Andrew

Capelli Sport
Customer Service Assistant

Davis, Caroline

Newhouse School of Communications
at Syracuse University
Graduate Student

Davis-Corr, Kinsey

Hitz & Branding
Assistant Manager

DeFusco, Matthew

Red Bull
Musketeer Scout

Diorio, Noah

Whitman School of Management at
Syracuse University
Graduate Student

Felicetti, Nicholas

Mobile Programming
Technology Growth Specialist

Hurley, Drew

Syracuse University Sport Venue and
Event Management
Graduate Student

Kleban, Jacob

Athletes First Partners
Global Marketing Intern

Monzo, Connor

New York Yankees
Inside Sales Associate

Olnowich, Alexandra

ACC Network
Content Creator

Pignatella, Matthew

StarStock
Card Operations Specialist

Riccolo, Leah

Rubicon Talent
Coordinator of Talent Marketing

Richer, Alexis

Hofstra Law School
Law Student

Rogers, Kristen

Widener University Delaware Law
Law Student

Saxe, Justin

Whitman School of Management at
Syracuse University
Graduate Student

Schmidt, Niklas Alexander

FH Kufstein Tirol Austria
Graduate Student

Sepe-Chepuru, Shanthi

Beloit Snappers Baseball
Media Relations

Tyrus, Montana

Long Island Nets
Account Executive

Weinberg, Evan

William Hill
Retention Marketing Coordinator

Wright, Declan

CNA Insurance
Underwriter Trainee

**SPORT VENUE AND
EVENT MANAGEMENT****CLASS OF 2013****Becton, Sidonie**

Shulman Rogers Gandal Pordy &
Ecker P.A.
Summer Associate

Byron, Monica

Kenny Leigh & Associates
Receptionist

Carlson, Melissa

Atlanta Braves
Senior Sales Coordinator

Firestone, Evan

State Street Corporation
Wealth Management Services
Associate 2

Higgins, Maureen

Levy Restaurants
General Manager of Suites

Hills, Katherine

Syracuse University
Office Coordinator

Manecio, Matthew

New York Health & Racquet Club
Manager

Ricco, Richard

National Broadcasting Company Inc.
Technical Logistics Assistant

Rudy, Kathleen

University of Virginia
Director of Promotions for Athletics

Upmalis, Jordan

American Kennel Club
Digital Content Editor

CLASS OF 2014**Bayanker, Chari**

The Topps Company
App Producer

D'Arcy, Danielle

The Madison Square Garden Company
Guest Services Operator

Fiorini, Emily

Spartan Race, Inc.
Festival Manager

Huang, Yuxuan

AKQA
Associate Account Director

Jackson, Taylor

Research Now
Account Development Manager

Lever, Sierra

Columbia Records
Associate Marketing Director

Perlo, Elissa

DHMC Dermatology
Medical Assistant

Rising, Julie

Boise State University
Athletic Game Operations Manager

CLASS OF 2015**Bracken, Emily**

Lincoln Healthcare Leadership
Conference Manager

Brown, Justin

Boston Celtics
Senior Inside Sales Representative

Bryant, Jordan

Canvas Worldwide
Senior Analyst

Davidson, Hannah

WorldClaim
Administrative Assistant

Davis, Lauren

Syracuse University
Events Production Manager

Denick, Kristen

Syracuse Crunch Hockey Club
Crunch Foundation & Retention
Manager

Dumas, Emily

Washington Nationals
Manager, Inside Sales

Gao, Fei

China University of Political Science
and Law
Associate Professor

Lublin, Jason

University of Connecticut
Facilities Assistant

Sloan, Victoria

Charlotte Regional Visitors Authority
Visitor Information Center
Coordination

Sun, Wendong

Sparks Marketing Group Inc.
Account Manager

CLASS OF 2016**Hines, Keith**

University of North Carolina at
Chapel Hill
Marketing Project Manager

Johnson, Riley

Hillsdale College
Assistant Coach

Liu, Mingtao

Hangzhou Dragon Sport Center
Assistant Facilities Manager

McCaslin, Carolyn

NCM Associates
Client Services and Meeting
Coordinator

Peters, Jordan

Boilermaker Road Race
Sponsor and Marketing Specialist

Pils, Elizabeth

New York State Department of Labor
Senior Employment Security Clerk

Rudy, Aaron

Dartmouth College
Assistant Athletics Director for
Marketing

Tartaro, Daniela

Le Moyne College
Adjunct Professor, Sports Marketing

CLASS OF 2017**Banno, Sean**

Brown University
Coordinator, Facilities and Operations

Chulock, Rachel

Special Olympics Massachusetts
Events and Schools Coordinator

Johnson, Kelly

Syracuse University
Associate Director of Recovery
Services

Nakata, Kensuke

Amuse, Inc.
Manager of Sports Business

Sena, Candace

Buffalo Bills LLC
Business Development Coordinator

Sun, Shen

China Sports Administrative Center
Program Assistant

Zhang, Kaili

SECA Worldwide
Project Manager

CLASS OF 2018**Barrie, Fergus**

SportsDirect
Football Account Director

Burke, Brett

Gwinnett Stripers
Concessions Manager

Chen, Peng Han

IMG Academy and WTA Operation
Residential Mentor

LaRoussa, Jessica

Allegiant Stadium
Assistant Manager, Corporate Events

Marks, Brendan

Apex Systems
Account Manager

Martuscello, Kevin

ASM
Technical Events Manager

Olson, Arek

Lehigh University Athletics
Assistant Director, Facilities and
Events

Vergara, Anna

Legends AT&T Stadium
Assistant

Zorn, Anna

ASM Global
Operations Manager

Zuo, Chengji

Chinese Badminton Association
Foreign Affairs Assistant

CLASS OF 2019**Bruno, Lia**

Ironman
Athletes Service Coordinator

Douglass, Baylee

Lyda Fire
Associate Project Manager

DuVal, Marisa

Syracuse University Athletics
Operations and Game Manager
Assistant

Peters, Allison

International Tennis Tour
Event Manager

Wei, Yaohui

Syracuse University Recreation
Services
Sports Club Coordinator

Williams, Janelle

AVP Volleyball Tour
Partnership Activation Coordinator

Emerging Leaders Council to support next generation of industry leaders through mentorship and networking



Current and future students in Falk College's Department of Sport Management will be the true beneficiaries of the newly-formed Emerging Leaders Council (ELC). This core group of 31 influential Syracuse University alumni is committed to supporting the next generation of sport professionals with the tools necessary to be successful leaders and practitioners.

In partnership with sport management faculty and staff, as well as other Falk College and campus partners, the ELC will participate on the department's strategic areas of interest to support students as well as alumni, including alumni relations and mentorship, professional and career development, events, curriculum, and fundraising.

The Emerging Leaders Council will assist with Capstone, practicum and internship placements and other professional opportunities while

serving as ambassadors and advocates for sport management programs in their workplaces and communities. Council members will be involved with classroom lectures and assignments in SPM 201—Professional Development in Sport Management and participate in regional networking events.

"We always strive to make a life-long connection with our students—not only while completing their undergraduate or graduate degree—but once they become alumni," said Michael Veley, Rhonda S. Falk endowed professor, department chair and founding director. "Engagement is one of the cornerstones of our success, and it is terrific to witness the current wisdom and leadership of our senior-level Advisory Council being passed on to the new generation of leaders in our ELC."

ELC charter members

Daniel Anyaegbunam, football operations and administration, National Football League

Harrison Avigdor, USA Basketball analyst, National Basketball Association

Danielle Berman, founder and CEO, Tackle What's Next

Elijah Biggins, integrated marketing strategist, Genius

Nicole (Imbrogno) Cost, sport management internship placement coordinator, Syracuse University

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

Jim Geant, senior manager, business development and strategic partnerships, New York Road Runners

Jenna Harmer, championship coordinator, United States Golf Association

Charma Harris, talent acquisition associate, CNA

Harrison Laifer, associate manager, merchandising partnerships, National Basketball Association

Jeremy Losak, assistant professor, sport analytics, Syracuse University

Hugo Marsans, business development and partnership manager, Culture Group

Ian McFate, director of growth, sports and entertainment, Aramark

Ari Moskowitz, partnerships and business development

Ben Norowski, youth soccer sales supervisor, New York Red Bulls

Jeff Petrino, director, Turner Ignite Sports, WarnerMedia

Jeremy Philipson, front end engineer, FanDuel

Kevin Reese, account executive, Momentum Worldwide

Lori Robinson, learning specialist, Baylor University Athletics

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

Benjamin Rubenstein, business operations manager, Snackpass

Carlos Ruiz, senior digital producer, Major League Baseball

Hanna Sanford, community outreach specialist

Steven Shur, attorney, Giordano, Halleran and Ciesla

Jake Silverman, associate athletics director, University of Pennsylvania

Jonathan Stahler, sports and entertainment attorney

Bradley Trust, assistant film coordinator, Hofstra University

Tiffer Valente, chief operating officer, Beat the Bomb

Tyler Wasserman, salary cap analyst, NBA

Alex Wood, project manager, TeamWork Online

Alyssa Wood, senior manager of sponsorship strategies and activation, MKTG

SVEM graduate strives to Americanize college sports in Japan

By J. Brady McCollough
Los Angeles Times

As one of the leaders behind a nascent movement to Americanize the athletic culture at Japanese universities, Syracuse University graduate Kensuke Nakata (MS '17) draws inspiration from his early days as a college sports fan.

At first, he fell for the colors.

In his native Osaka, Japan, he never saw anyone wear clothing featuring the branding of their favorite university. But as an undergraduate student in the United States at the State University of New York College at Cortland, Nakata noticed students wearing their Red Dragons apparel, showing off their spirit for the school's NCAA Division III athletic programs. Because of the close proximity, students also sported the orange of Syracuse University, where Nakata continued his studies as a graduate student in the Sport Venue and Event Management program in SU's David B. Falk College of Sport and Human Dynamics.

During his freshman year in 2007, Nakata began attending Cortland games and watching Syracuse on TV. He started to wear the gear, too. "It was a weird feeling," Nakata says. "In Japan, it's like people feel it's embarrassing to wear a school's name on your T-shirt."

As a sophomore, Nakata signed up for a



Kensuke Nakata (left) received his master's degree in Sport Venue and Event Management from Syracuse University's Falk College in 2017. Courtesy of the Los Angeles Times

bus trip to attend a Syracuse-Georgetown men's basketball game at the Carrier Dome. He took in one of college basketball's most heated rivalries with 30,000 others decked out in orange, blue and white.

"No words," he says wistfully, more than a decade later.

Today, Nakata heads a research project driven by the Tokyo-based Dome Corporation, Japan's official licensee of Under Armour. The company wants to flood a potential new market for its product by outfitting college sports teams in the same way Nike and Adidas

made their push in the 1980s when NCAA games skyrocketed in popularity with increased television exposure.

While Nakata, 33, acknowledges that money is a factor in Dome's interest in the American college sports model crossing the Pacific, his passion for the pageantry remains wondrous and innocent.

In 2016, Nakata joined Shinzo Yamada, a senior associate athletic director at the University of Tsukuba and a former XFL and NFL Europe player, to start the research project with Temple (Pa.) University's sport management program. Why would a country would take on this peculiar American tradition? Of course there is the opportunity to make the equivalent of many U.S. millions by capitalizing on the built-in loyalties of college students and alums is enticing, sure, but there is a perceived intrinsic value, too.

Certainly, patience will be required. Nakata plans to continue working toward the dream he conjured at SUNY Cortland and pursued at Syracuse as a graduate student who interned in the school's athletic department: to bring a special part of the American college experience home. He imagines a day when Tsukuba and other schools have their own mascot and fight song.

Read more online at <https://tinyurl.com/y722rplc>.

Event becoming a tradition for alumni and students

As part of its ongoing commitment to enhancing students' professional growth and networking opportunities, Sport Management hosted the third annual "SPM Alumni in #SportsBiz" event on October 18, 2019 in Falk College. More than 30 alumni and 150 sport management, sport analytics, and sport venue and event management students attended the event.

"It's impressive and humbling to see the amount of alumni that look forward to coming back to campus to engage with current and prospective students annually," said Sport Management Internship Placement Coordinator Nicole Cost '08, who organized the event. "I've always found the Sport Management program to be more than just an academic department; it's a family. Faculty and staff are dedicated to the success of our students, while alumni want to give back to ensure that the program continues to thrive."

The 2019 event kicked off with a luncheon for alumni with Sport Management Director Michael Velely and department faculty and staff before SPM Advisory Council member and marketing industry veteran Kelly Downing opened the afternoon program as the keynote speaker.

"It was an honor to deliver the keynote speech for my alma mater," said Downing (BS '98, MS '99). "I enjoy every opportunity to be on campus and connect with students. I hope students were able to connect with elements of my speech and apply some to their academic and professional careers."



A panel of SPM alumni - Casey Miller '08, Ari Moskowitz '18, Danielle Berman '12 and Jeff Petrino '08 - discussed their current roles in emerging areas of the industry, from drone racing to starting a non-profit and the digital age of sport. Alumni and students then moved into classrooms to take part in panel sessions covering topics such as transitioning from Capstone to career and navigating the changing landscape of the industry. The day concluded with a networking session for alumni and students.

Meet Caroline Morano

SPM '18, event manager, Thuzio



For my Senior Capstone Experience, I was fortunate to land a dream opportunity at Thuzio, a private event startup that caters to a business-oriented membership crowd. It was this organization that taught me invaluable lessons for the industry, provided an in-depth and hands-on internship experience, and heavily prepared me for the future I wanted in the sport industry.

The opportunity to work full-time at Thuzio after my Capstone was unfortunately not an option at the time, so I secured a similar position at another company. Within a few months, I was looking for new opportunities and fortunate to re-connect with Thuzio's director of operations, who was seeking event-day assistance. I was eager to lend a hand! After my third event, they offered me a position in sales, with the promise of transitioning into event operations.

Fast forward two years and I am now the event manager at Thuzio in New York City responsible for planning, producing and executing more than 100 corporate events each year across 10 U.S. cities featuring world-renowned athletes. The role heavily includes managing events across each market and overseeing venues, vendors and partner activations to meet Thuzio's premium hospitality standards. As the industry is turning virtual, we are able to pivot the in-person events to virtual talent appearances and interactive experiences.

My advice for students and graduates is to keep your network up to date. I can recite the top lessons learned at Syracuse, but the one that always resonated was the importance of creating and maintaining your network. When you meet an industry professional, be sure to ask for their contact information and then check in with them. You never know who you may run into later in your career. Relationships are vital to this industry. I would not be in the position I am today if I had not maintained my relationships and connections at Thuzio. Relationship building never stops.

Meet Elijah Biggins

SPM '16, integrated marketing strategist, Genius



Coming into Syracuse University, I knew I had a passion for sports but was not sure where that passion would take me in terms of a career. From sports agent to broadcaster, I thought of numerous jobs that could turn into a lucrative career.

It wasn't until Spring 2015 when I participated in the Los Angeles Immersion trip, that I found my passion for marketing and creating ideas that allow brands to reach new and existing audiences in unique ways. Whether for a team, league, brand or media publisher, I knew marketing was the lane I wanted to excel in.

My first job out of college was as a sales assistant. I learned about the media landscape, the relationships between publisher, agency and client, and advanced my technical skills. I knew it was not the exact career I wanted, yet the experience I gained and the opportunities I created led me into my first job in the lane I wanted, as an integrated marketing strategist at Bleacher Report. I created and executed marketing campaigns for some of the world's biggest brands and most talked-about athletes in the United States.

Since Bleacher Report covers sports from a cultural perspective, I was able to tap into my other passion points of music, entertainment and community. These passions would extend into my personal life and challenge me to become a mentor, serve on university panels and overall become more than my job title.

In February 2020, I left Bleacher Report to take my current position at Genius, an online media company. I'm still growing in my lane, but allowing myself to explore and learn more about my passion for music.

My advice to students is this: You don't have to have it all figured out! Be sure to capitalize on every opportunity presented to you. Even the smallest internships can give you the experience and build the connections that will last you a lifetime.

Meet Julie Rising

SVEM '14, athletic game operations manager, Boise State Athletics



After finishing my undergraduate degree in Sociology at Syracuse University in 2011, I started my career coaching hockey at the North American Hockey Academy in Vermont. When I reflected on my time working at the Carrier Dome, it inspired me to return to Syracuse to pursue a master's degree in Sport Venue and Event Management.

While earning my graduate degree, I continued working at the Carrier Dome as well as interned in SU's Athletic Department. After graduating from the SVEM master's program in May 2014, I moved to Boston to work for Harvard University Athletics, where I oversaw varsity sporting events, NCAA post games, and worked the first "College Gameday" held at Harvard Stadium.

A desire to move West led me to apply for a job at Boise State University Athletics in 2015. I didn't know anyone in Idaho, but saw an opportunity to grow and learn from an innovative and fast-growing department. I started as a facilities and events coordinator. Two promotions later, I'm now the athletic game operations manager that coordinates and oversees athletic events. I've had the opportunity to work as a game manager of varsity sports, the NCAA Men's Basketball Tournament, Garth Brooks concerts, and a professional soccer match, among other events.

My advice to students and graduates is to not be afraid to take new opportunities or move to a new location for a job. Living in Boise, Idaho, was never on my radar but I love it here! Don't take job rejections personally. Instead, learn from the interviewing experience. Seek out experiences that enrich your skills as much as they enrich your resume. Although COVID-19 is a scary time for the world of sports, those who are able to adapt to the rapidly-changing workforce will be the most successful.

Alumni step up to mentor students

The second annual Sport Management Students and Professionals Meet Week, or S.P.M. Week, was held January 6-10, 2020, giving current students the opportunity to learn more about careers in sport with the help of alumni who hosted them at their workplaces. Seventeen alumni and 18 students participated in the job-shadowing experience.

Sport Analytics senior Gareth Jobling '20 spent three days job-shadowing at TeamWork Online in Cleveland, Ohio, and one day with the Cleveland Indians.

"I learned much more than I hoped for in both experiences and was able to demonstrate how analytics could be helpful to both organizations," Jobling said. "TeamWork Online offered me a part-time remote internship for the spring that I was eager to accept."

Alumni hosts introduced the students to their industry and organization, providing an opportunity for the students to observe their daily responsibilities and ask questions. S.P.M. Week is designed to be flexible, so each shadowing experience fits the interests of the student and their alumni host.

"I had the incredible opportunity to shadow Christina Myers at Lehigh University Athletics," said Devan Dachisen '22. "I really enjoyed seeing the day-to-day operations of their marketing department and working with her at a women's basketball game."

P.J. Davidson '13, who at the time was the assistant manager of group sales for the New York Yankees, stressed the importance of giving students opportunities outside of a general internship, Capstone or everyday classes. Davidson is now vice president of sales at Queensboro Football Club.

"It gives students a glimpse into the professional world and if a specific role is something they would be interested in pursuing without having to make a larger commitment," Davidson said. "It is also a great chance for the organization to recruit from the program and mentor current students."

SU event organizer Lisa Liparulo, a Sport Management internship placement coordinator, gave alumni the liberty to create the day's agenda. Students gained first-hand industry insight, as well as networked with professionals throughout the day.

"I am thrilled with the number of alumni who agreed to host our students over winter break," Liparulo said. "We are grateful so many alums want to stay connected to our program by mentoring our students."



Three Sport Management students job-shadowed Syracuse University alumni at MKTG in New York City in January 2020. Shown here are SU alumna Michelle Bevilacqua, SPM alumna Alyssa Wood '15, student Noah Wagner '23, student Jenna Parker '21, student Caroline Johnson '21, and SPM alumna Caitlin Burke '19.



Sport Management sophomore Devan Dachisen '22 (left) shadowed SPM alumna Christina Myers '18 at Lehigh University Athletics.



Sport Analytics senior Gareth Jobling '20 spent three days job-shadowing at TeamWork Online in Cleveland, Ohio, and one day with the Cleveland Indians. He is shown with TeamWork Online president Buffy Filippell.

Calling all alumni!

If you'd like to participate in our next job-shadowing program, held during Winter Break, January 4-8, 2021, email Lisa Liparulo at lmliparu@syr.edu with your contact information, location, and employer.

Student	Host Site	Alumni
Andrew Blutig	The Montag Group	Kate Ruben '15
Alexander Chillemi	Prudential Center	Sam Spector '16
Devan Dachisen	Lehigh University Athletics	Christina Myers '18
Karis Fenton	Loyola University Maryland	Stephanie Ann Mindock '15
Connor Howard	New York Yankees	P.J. Davidson '13
Gareth Jobling	Cleveland Indians	Olivia Lavelle '19
Gareth Jobling	TeamWork Online	Alex Wood '18
Caroline Johnson	MKTG	Caitlin Burke '19 and Alyssa Wood '15
Max Josef	Lime	Ben Rubenstein '18
Melissa Kerner	Precision Events Group	Jim Zissler '01
Ethan Letwat	New York Yankees	P.J. Davidson '13
Jordan Lucero	The Austen Everett Foundation	Hanna Sanford '16
Jenna Parker	MKTG	Caitlin Burke '19 and Alyssa Wood '15
Danielle Parr	Soldier Field	Anna Zorn '18
Matthew Pignatella	FanDuel	Jeremy Philipson '14
Xin Ren	Westwood One	Howard Deneroff '89
Andrew Schiffer	Atlanta Hawks/ State Farm Arena	Jack Wentzell '14
Blake Taub	BSE Global	Ben Rosenwald '16
Noah Wagner	MKTG	Caitlin Burke '19 and Alyssa Wood '15

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

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 under-represented 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.