

# Sport Management • Sport Analytics

# Syracuse

2018-2019 Newsletter



**SUCCESS**  
*breeds*  
**SUCCESS**

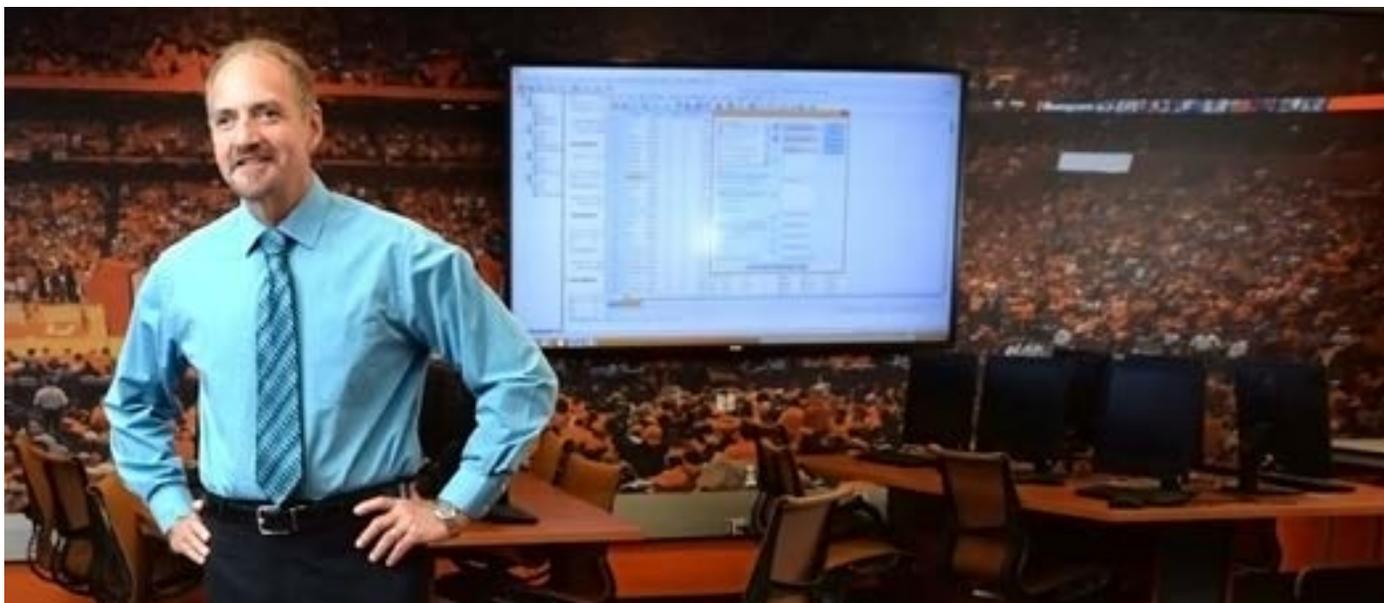
*Respecting  
the Past*

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*Representing  
the Future*



## DIRECTOR'S GREETING



**A**s we begin our 15th academic year, I reflect back on the emergence of this program by **Respecting the Past**, while **Representing the Future** through establishing an educational platform that prepares our students for the new and ever-emerging world of sports. As we begin a new decade, what changes and evolving enterprises will redefine sports? How will our daily consumption of sports change? How will the digital age impact business, marketing and branding strategies? How will analytics drive decision-making and managerial processes, and how will our program influence that? What new technologies will emerge to alter and enhance product lines or how we engage with particular sports? Legalized sports wagering, fan engagement, e-sports participation and monetization, pay equity and enhanced media coverage for female sports, and athlete activism that will amplify social change will all likely characterize the decade of the 2020s. We must thoroughly prepare our students to meet these — and a host of other challenges — with knowledge, critical thinking, thoughtful conviction and visionary foresight.

When I review the initial five years of Sport Management, we experienced unparalleled growth, change and development by building a strong foundation of hiring excellent faculty, expanding our curriculum, creating a multitude of experiential learning opportunities and establishing a world-class advisory council. Despite the economic downturn of the Great Recession, we persevered and were able to recruit extraordinary students and establish our academic identity to be among the best programs in the country.

The next five years were characterized by rapid transformation, including two college name changes that led to the emergence of Falk College. The department created the Sport Venue and Event Management graduate degree and expanded our domestic and global footprints, while attracting international students.

The current five-year era has witnessed the department building upon a decade of success to emerge as an irrefutable leader in the field. We have created the nation's first undergraduate degree of its kind in Sport Analytics; had students competing and winning a variety of national academic competitions; and moved into our wonderful new complex on campus. We are grateful for the tremendous generosity of David and Rhonda Falk, among a host of other benefactors.

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.

The Class of 2019 will **Represent the Future** admirably! It established some noteworthy milestones, as we conferred the largest number of degrees in our department's history with 115 students graduating from Sport Management, Sport Analytics and Sport Venue and Event Management.

More than 52 percent of our undergraduate students graduated with honors (3.4 GPA or higher), the largest in our department's history! Additionally, 16 students received the

Director's Academic Achievement Award for earning a GPA of 3.4 or higher for each of their consecutive semesters at Syracuse University.

Students successfully completed their Senior Capstones in marketing; data analytics; business and finance; communications; public relations; sales; event management; player representation; facilities management and operations; corporate sponsorship and branding; non-profit organizations; and foundations across the nation.

As alumni, parents of graduates, benefactors and friends of the program I hope you take pride in helping us to establish these benchmarks. Your trust and belief in our mission has been instrumental in our success and I'm truly grateful.

Meanwhile, please help our faculty and terrific professional support staff **Respect the Past** and **Represent the Future** by visiting campus, attending our alumni functions, or guest lecturing in a class. Perhaps you can supervise a Capstone or internship, hire our graduates, support our scholarships or mentor a current student. However you can, continue to share in our mission of being the preeminent academic leader in Sport Management — now and well into the future.

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

Sincerely,

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

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### From the Dean...



As the campus community reflects on the past and present with our year-long 150th anniversary celebration underway, the Department of Sport Management is a vital part of Syracuse University's legacy and future thanks to the extraordinary efforts of many over the past 14 years.

Throughout this newsletter are countless examples of the innovative ways sport management and sport analytics faculty blend theory and practice to benefit our students. The pages ahead bring to life how Falk alumni are making a tremendous impact in the sport industry, not to mention the differences they are making by volunteering and giving back to the communities they call home. The commitment of our faculty and staff in the Department of Sport Management to teaching social responsibility is inspiring as students and alumni embrace this knowledge for good, engaging workplaces and

communities as socially conscious global citizens.

Our students in sport management, sport analytics, and sport venue and event management continue to benefit from extensive industry connections, meeting executives face-to-face through guest lectures, alumni visits, and activities with industry leaders, many who sit on our Sport Management Advisory Council. Connecting students with industry executives continues to be a key element of the Department of Sport Management's philosophy of preparing future leaders in sports. I share with you proudly that sport management students who themselves were meeting with sport leaders in the early years of our program now give of their time freely to meet with our current students.

And today, our sport management alums are the industry executives.

To all who make our progress possible and our successes notable, thank you. We look forward to the continued work we will do together.

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



## Congratulations to the Class of 2019

On May 11, 2019, the David B. Falk College of Sport and Human Dynamics celebrated its Class of 2019 Convocation ceremony at Manley Field House. One-hundred Sport Management undergraduates, five Sport Analytics undergraduates, and 10 Sport Venue and Event Management master's students took part in the ceremony.

SPM senior **Anthony de la Fuente** served as a Falk College Marshal and delivered a speech during the Convocation. The 2019 Sport Management Marshals were **Nicholas Carlson** (undergraduate) and **Baylee Douglas** (graduate). **Caitlin Burke**, **Daniel Hamilton** and **Justin Perline** were named Falk College Scholars.

Twenty-four Sport Management students in the Class of 2019 graduated with honors with a GPA of 3.4 or higher. Eighteen students graduated Magna Cum Laude (GPA of 3.6 or higher) and nine graduated Summa Cum Laude (GPA of 3.8 or higher).

The Department of Sport Management's traditional celebration of its graduates on Commencement weekend continued this year with more than 200 parents, family members, friends, faculty and staff gathering in Falk College on May 10 to celebrate the accomplishments of the Sport Management and Sport Analytics undergraduates and Sport Venue and Event Management master's students.

The awards ceremony featured remarks by Sport Management director and chair Michael Veley, and College benefactor David B. Falk.

### Awards presented included:

- Director's Award - **Anthony de la Fuente**
- Academic Excellence Award - **Nicholas Carlson**
- Matt Brodsky Philanthropic Award - **Caitlin Burke**
- Sport Management VIP Award - **Sarah Lundmark**
- Professional Engagement Award - **Brigid Daly**
- Jason Morales Perseverance in Sport Award - **Courtney Anderson**
- Academic Promise Award - **Da'Sha Prescott-Moore**
- Kate Veley Civic Engagement and Social Responsibility Award - **Olivia Lavelle**
- Graduate Student Award - **Baylee Douglass**

Sixteen students received the Director's Academic Achievement Award for earning a GPA of 3.4 or higher for each of their consecutive semesters at Syracuse University. Those students were: **Cody Barbuto**, **Jan Breitenmoser**, **Caitlin Burke**, **Nicholas Carlson**, **Brigid Daly**, **Anthony de la Fuente**, **Charles Garrett IV**, **Daniel Hamilton**, **Joshua Katz**, **Xinyu Li**, **Sarah Lundmark**, **Shuk Ching Jocelyn Mong**, **Austin Natowitz**, **Justin Perline**, **Micah Rubin** and **Sara Stanley**.

Five students were noted for being dual majors: **Caitlin Burke** (Sport Management and Spanish Language, Literature and Culture), **Michael Cavalier** (Sport Management and Economics), **Charles Garrett IV** (Sport Analytics and Broadcast & Digital Journalism), **Matteo Lovece** (Sport Management and Economics), and **Justin Perline** (Sport Analytics and Newspaper & Online Journalism.)

Four students were named Berlin Sport Analytics Scholars: **Cody Barbuto**, **Charles Garrett IV**, **Justin Perline** and **Evan Weiss**. These four students are the first graduates of SU's Sport Analytics program.

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

### Visit Sport Management's online resources

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

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

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

The Department of Sport Management's master's program in Sport Venue and Event Management (SVEM) welcomed its seventh class of graduate students to campus in July 2018. The program comprises 36 credit hours of intensive classroom learning, skill development and experiential opportunities in settings like SU's Carrier Dome.

The 2018-19 cohort included 10 students, with a diverse mix of educational backgrounds and from a variety of geographic locations. Students worked toward completing their practicum work in Summer 2019 and will continue in Fall 2019 with organizations such as Onondaga Community College, Syracuse University Recreation Services, the Carrier Dome, SU Athletics, and the Sacramento Kings.

In July 2018, the students began in an immersive nature, working three days at the Musselman Triathlon in the Finger Lakes region during the first week of the program, followed by an immersion experience at the Buffalo Bills preseason training camp.

The graduate students also took part in professional development seminars conducted by Sport Management internship placement coordinators on networking, cover letters, resumes, strategic interviewing, salary negotiation, career guidance and using LinkedIn.



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

#### Fall 2018

**Peng Chen**, USTA National Campus

**Marisa Duval**, Syracuse University Athletics

**Paige Hammond**, Comcast Spectacor at Wells Fargo Center

**Anna Vegara**, AT&T Stadium - Legends

**Janelle Williams**, Los Angeles Clippers and Los Angeles Rams

#### Spring 2019

**Marisa Duval**, Syracuse University Athletics

#### Summer 2019

**Jia Xuan Deng**, Nike China

**Baylee Douglass**, Twenty 3 Group

**Yaohui Wei**, Syracuse University Recreation Services

In the Spring 2019 semester, students worked with SPM associate professor Dr. Gina Pauline in the advanced event management course to plan a charity event benefiting Griffin's Guardians. (See Page 25).

Students in the first seven 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 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, Boston Celtics, Boise State University, and Tulsa Sports Commission, among others.

The eighth SVEM graduate class began in July 2019. For more information about the graduate program, visit [falk.syr.edu/sport-management/academic-programs](http://falk.syr.edu/sport-management/academic-programs).

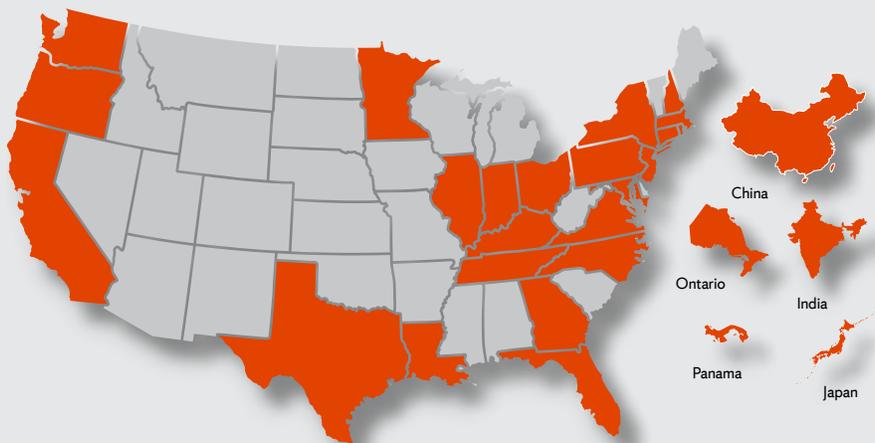
# Welcome Class of 2023 undergraduates

## Sport Analytics

California  
China  
Connecticut  
Florida  
Georgia  
Illinois  
Indiana  
Japan  
Massachusetts  
Maryland  
North Carolina  
New Jersey  
New York  
Oregon  
Pennsylvania  
Tennessee  
Texas  
Virginia

## Sport Management

California  
China  
Connecticut  
Florida  
Georgia  
Illinois  
India  
Kentucky  
Louisiana  
Massachusetts  
Minnesota  
New Jersey  
New York  
Ohio  
Ontario, Canada  
Oregon  
Panama  
Pennsylvania  
Rhode Island  
Texas  
Virginia  
Washington



Congratulations to the following students for achieving an overall cumulative GPA of 3.4 or higher at the end of the 2018-2019 academic year:

## SPORT MANAGEMENT

### Class of 2019

Zachary Alechammas  
Nikolai Arnold  
Jonathan Banner  
Alec Bieber  
Samuel Birdsall  
Jake Bitimis  
Caitlin Burke  
Nicholas Carlson  
Brianna Cooper  
Cameryn Cortese  
Brigid Daly  
Lucas D'Aversa  
Anthony de la Fuente  
Jonathan DeLaBruere  
Drina Adriana Domic  
Hannah Duerr  
Marc Eckenrod  
Nicholas Gold  
Daniel Hamilton  
Jack Kaczorowski  
Joshua Katz  
Erica Krumbine  
Taitum Kurasz  
Olivia Lavelle  
Xinyu Li  
Sarah Lundmark  
Stefan Maish  
Victoria Mattarell  
Marielle McLoughlin  
Andrew Meyer  
Shuk Ching Jocelyn Mong  
Jake Narracci  
Austin Natowitz  
Alexander Newman  
Chukwudubem Onwualu  
Micah Rubin  
Javier Ruiz  
Sara Stanley  
Cameron Steele  
Kristen Warner  
Griffin Whitman

### Class of 2020

Thomas Adams  
Peter Appel  
Carolyn Bader  
Hunter Bruckner  
Matthew Bustillo  
Joseph Carello  
Youngchae Cho  
Carlos Christian Rey  
Nicholas Cohen  
Nolan Cooney  
Matthew Defusco  
Andrew Derda  
Luca Di Napoli  
Noah Diorio  
Nicholas Felicetti  
Ryan Gargiulo  
Sydney Gauzza  
Daniel Geraci  
Andrea Ghanian  
Owen Herrington  
Sarah Incerpi  
Rhett Kahny  
Connor Monzo  
Aaron Morrow  
Adam Newman  
Jordan Novak  
Alexandra Olnowich  
Francis Petrillo  
Matthew Pignatella  
Brandon Pollack  
Hunter Pomerantz  
Xin Ren  
Leah Riccolo  
Kristen Rogers  
Jacob Rogovin  
Kai Ruskin  
Justin Saxe  
Emma Schambers  
Shanthi Sepe-Chepuru  
Kelsey Smith  
Ricki Sperry  
Austin Towns  
Alexandra Trager  
Kyle Walker  
Bailey Ware

Declan Wright

### Class of 2021

Jillian Barry  
Jacob Berger  
Andrew Bush  
Pin An Chen  
Joshua Davidoff  
Matthew Diemand  
Tasha Getten  
Oliver Glavin  
Margaret Haggerty  
Ryan Harteveltd  
Jacob Hauser  
Patrick Hopkins  
Jianghui Hu  
Caroline Johnson  
Emani Jones  
Max Josef  
Ruth Kaiser  
Seth Kourpas  
Griffin Laine  
Nicolas Lemaire  
Guozheng Li  
Henry Little  
Jordan Lucero  
Kaitlynn Miller  
Max Moss  
Mia Obergefell  
Jonathan Offit  
Marc Orlin  
Marco Pantusa  
Jenna Parker  
Lucas Prestamo  
Jack Rothstein  
Simone Nico Saputo  
Dylan Schwartz  
Jayson Staiger

### Class of 2022

Luke Adelstein  
Victor Allaham  
Nikolas Armstrong  
Ryan Beaury  
Finnian Bendana  
Nathan Besold  
Ryan Charles

Joe Chen  
Richard Clarke  
Devan Dachisen  
Matthew Davis  
Ryan Dilts  
Caitlin Donoghue  
Caroline Dorfman  
Brian Drew  
Ava Eckhoff  
Nina Edmiston  
Katherine Eliou  
Joseph Eovaldi  
Jakob Fox  
Luca Giacobbe  
Connor Howard  
Victoria Kelly  
Josephine Kiesel  
Hannah Kuo  
Peri Lamkin  
John Lichtenstein  
Joao Murray  
Danielle Parr  
Jared Pastore  
Kevin Perry  
Shehreyar Piracha  
Harrison Rayhill  
Emily Rubinshteyn  
Bryan Schwab  
Kristen Siermachesky  
Emery Swanson  
Zijian Wang  
Jonah Wheeler

## SPORT ANALYTICS

### Class of 2019

Cody Barbuto  
William Dalton  
Charles Garrett IV  
Justin Perline

### Class of 2020

Ethan Alpern  
Dylan Blechner  
Daniel Goetz

Joshua Hentschel  
Gareth Jobling  
Kyle Liotta  
Stephen McClain  
Nicholas Riccardi  
Joseph Sabel  
Nicholas Schloop

### Class of 2021

Zachary Anhalt  
Jonathan Bosch  
Jack Dolitsky  
William Friedeman  
Elaine Johnson  
Cameron Johnson  
Zachary Koepfel  
Samuel Marteka  
Alejandro Pesantez  
Harrison Platt  
Joseph Spoelstra  
Alexander Tsemberis

### Class of 2022

Samual Ayers  
Evan Baum  
Baillie Brown  
Joshua Danzig  
Joseph Deaton  
Steven Dimaria  
Drew Disanto  
Dante Giugliano  
Justin Harrington  
James Hyman  
Sean Kenney  
Colin Krantz  
Brendan McKeown  
Cameron Mitchell  
Joseph Pickering  
Hughston Preston  
Dominic Samangy  
Kushal Shah  
Cooper Shawver  
Davis Showell  
Christopher Thomas  
Andrew Todd  
Ward Walton  
David Zukowski

## 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 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.

The Capstone Experience requires the student 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, administration, communication, law, etc.

Listed below are Sport Management students and the organizations where they completed their senior Capstone in 2018-2019. 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, Kevin McNeill and Francesco Rivero.



### FALL 2018

**Nikolai Arnold**  
**Jonathan Banner**  
**Evan Becker**  
**Alec Bieber**  
**Rebecca Bisson**  
**Jake Bitsimis**  
**Michael Cavalier**  
**Jamal Custis**  
**Brigid Daly**  
**Lucas D'Aversa**  
**Matthew Dressler**  
**Michael Feinberg**  
**Seth Greenberg**  
**Matthew Gwiazdowski**  
**Jack Kaczorowski**  
**Joshua Katz**  
**Stefan Maish**  
**Kellan Massino**  
**Da'Sha Prescott-Moore**  
**Kurtis Senif**  
**Cameron Steele**  
**Wei Wang**  
**Griffin Whitman**

SU Athletics - Strength/Conditioning  
 NFL Films  
 HBSE - Philadelphia 76ers  
 Lagardere Plus  
 Syracuse University Football  
 CSM LeadDog  
 Madison Square Garden  
 Syracuse University Recreation Services  
 Van Wagner  
 New York Yankees  
 Radegen Sports Management  
 NBC Sports  
 Kansas City Chiefs  
 Baltimore Orioles  
 Houston Rockets  
 Dallas Cowboys  
 CSM LeadDog  
 Philadelphia Eagles  
 Starfinder Foundation  
 SU Athletics - Marketing  
 Boston Celtics  
 HUPU Sports Media Co.  
 Intersport

### SPRING 2019

**Zachary Alechammas**  
**William Austin**  
**Nicholas Basile**  
**Jonathan Bennett Jr.**  
**Samuel Birdsall**  
**Caitlin Burke**  
**Nicholas Carlson**  
**Cody Conway**  
**Brianna Cooper**  
**Aaron Cornelius**  
**Cameryn Cortese**  
**Timothy Critchlow**  
**Anthony De La Fuente**  
**Jonathan Delabruere**  
**Drina Domic**  
**Hannah Duerr**  
**Marc Eckenrod**  
**Nicholas Gold**  
**James Goldberger**  
**Daniel Hamilton**  
**James Hunt**  
**Adam Israel**  
**Michael Kuruc III**  
**Olivia Lavelle**

Madison Square Garden  
 SU Athletics - Marketing  
 Special Olympics of New York  
 BSE Global - Long Island Nets  
 Wasserman  
 Boston Red Sox  
 Turner Sports  
 Athletic Evolution  
 Turner Sports  
 Point 3 Basketball  
 Bucknell University Athletics  
 Radegen Sports Management  
 Van Wagner  
 Hurricane Junior Golf Tour  
 NBA  
 US Olympic Committee  
 SuperFan Fundraising  
 NCAA  
 Mountain Goat Run Foundation  
 SU Athletics - Communications  
 Madison Square Garden  
 Excel Sports Management  
 Syracuse University Hockey  
 Cleveland Indians

**Matteo Lovece**  
**Sarah Lundmark**  
**John (Chance) Mannix**  
**Hugo Marsans**  
**Marielle Mcloughlin**  
**Andrew Meyer**  
**Jocelyn Mong**  
**Jake Narracci**  
**Austin Natowitz**  
**Alexander Newman**  
**Sean Onwualu**  
**Samoya Ricketts**  
**Micah Rubin**  
**Phillip Sawyer**  
**Sean Selig**  
**Fabian Stoeckling**  
**Aaron Tabak**  
**Bradley Williamson**  
**Eric Winikoff**  
**Ethan Yoo**  
**Nicholas Zacchilli**

### SUMMER 2019

**Jennifer Bard**  
**Shaun Belbey**  
**Neil Cusat**  
**Andrew Godnick**  
**Owen Herrington**  
**Erel Israel**  
**Samuel Jenanyan**  
**Daniel Khalil**  
**Erica Krumbine**  
**Taitum Kurasz**  
**Nicholas Lee**  
**Xinyu Li**  
**Victoria Mattarell**  
**Alex Miller**  
**Alexandra Olnowich**  
**Ayal Pessar**  
**Madeline Placey**  
**Andrew Quigley**  
**Quinton Redett**  
**Javier Ruiz**  
**Jack Schwartz**  
**Sara Stanley**  
**Alicia Torres**  
**Sterling Vaughn**  
**Kristen Warner**  
**Daniel Zimmermann**

Vayner Sports  
 Athletes First  
 United Soccer League  
 Relevant Sports  
 Mississippi State University Athletics  
 Roc Nation  
 CSM LeadDog  
 Madison Square Garden  
 University of Tennessee Athletics  
 BSE Global  
 Athletes First  
 Turner Sports - NBA Product Marketing  
 SU Athletics - Compliance  
 Madison Square Garden  
 Syracuse University Women's Basketball  
 Roc Nation  
 Special Olympics of New York  
 Van Wagner  
 Select Sports Group  
 Philadelphia Eagles  
 Mountain Goat Run Foundation

Velley Preferred Cycling Center  
 Pure Sweat Basketball  
 Pegasus Sports  
 National Basketball Players Association  
 Syracuse Crunch  
 Social Movement Media  
 The Players Tribune  
 Cascade Maverik Lacrosse  
 New York Yankees  
 Syracuse Crunch  
 New York Islanders  
 Future Arena  
 Boilermaker Road Race  
 Fanatics  
 MSG Networks  
 Radegen Sports Management  
 ESPN  
 Talent Resources  
 New York Lizards  
 Authentic Brands Group  
 Madison Square Garden  
 New York State Golf Association  
 CSM  
 Georgia State University Athletics  
 UN Women  
 Thuzio

## Senior tweaks NBA league reporting

**By Drina Domic**  
SPM '19

During the Spring 2019 semester, I completed my Senior Capstone in New York City at the National Basketball Association (NBA) League Office in the Team Marketing and Business Operations Department (TMBO).

TMBO works as an in-house consulting group for the NBA, G-League, WNBA, and NBA2K. Within TMBO, I worked with the Strategy and Analytics group as a business intelligence analyst. My group focused on assisting all facets of the industry, from marketing to ticket sales through data-driven decision making.

My specific role was to bring league reporting into the 21st Century, to transition away from static .PDF reports to more dynamic, real-time dashboards. Having data in real-time with filtering capabilities will enable teams and other groups



within TMBO to easily identify trends and best practices in a more convenient manner. Through this process, I learned how to streamline data and create automated processes. The beauty of TMBO is affecting different aspects of the business in a variety of settings.

It was a unique learning opportunity to see how markets operate, whether big or small, winning or losing, as well as the strengths and weaknesses of the teams. I consulted with each organization's strategy and analytics team about their needs.

The most rewarding part of working with the NBA's TMBO Department was learning from experts in all areas of sport who come from diverse backgrounds.

I am proud to say I have been offered a full-time job with TMBO's Strategy and Analytics group, effective Summer 2019.

## Intern gets up-close look at sport agency

**By Sean Onwualu**  
SPM '19

During the 2018 Spring semester, I was honored to intern at Athletes First, a full-service sport agency in Laguna Hills, CA.

Athletes First primarily focuses on football, representing more than 150 NFL players and coaches. Interns help the organization throughout the NFL season and off-season, assisting with the rookie program, Super Bowl, NFL Combine, NFL Free Agency and NFL Draft. I helped secure items and worked at Athletes First's yearly Charity Auction to raise money for the Orangewood Foundation, which aims to provide foster children with a better life.

Highlights from my senior Capstone include working on the Charity Auction, Free Agency and the NFL Draft. I felt I truly made an impact on these events. For the auction, each intern was tasked with



finding a high-profile item worth auctioning. My contribution was four tickets to a Monster Jam rally. During NFL Free Agency, I compiled statistics and information for New York Giants wide receiver Sterling Shepard's agent, who helped land Shepard a four-year \$41 million extension this past off-season. The NFL Draft was exciting as I saw athletes I helped and worked for during

the semester have their lifelong dreams fulfilled.

I learned a lot about the agency side of football and how important agents are to players. They work hard behind the scenes to be successful.

I will take all of the real-world lessons I learned at Athletes First and apply them as I begin my career in the sport industry as an assistant account executive at Deutsch.

## Turner Capstone brings senior to Final Four

**By Brianna Cooper**  
SPM '19

During the Spring 2019 semester, I completed my senior Capstone at Turner Sports with the Advertising Sales and Marketing Department in New York City. This team is responsible for selling and executing all digital, on-air, and on-site sponsorships for its sports properties.

As an ad sales intern, I was fortunate to start my Capstone during the peak of March Madness planning. I assisted the NCAA team in completing competitive tracking reports, prospecting new clients, and creating sales materials. I attended weekly meetings with CBS teams as well as the annual NCAA, Turner and CBS meeting, where we developed sponsorship ideas and introduced new clients.

The title March Madness stood true to its name because during the tournament, as I spent long nights at the CBS Broadcast Center tracking



in-game sponsorships, capturing digital ad content, and drafting social content for the NCAA's Final Four Music Series and Fan Fest. In April, I achieved a bucket-list goal by joining Turner's Final Four team in Minneapolis for six days, running the NCAA social media accounts, and witnessing Virginia's first-ever championship.

This internship at Turner gave me a greater appreciation for the business of sports and provided an amazing experience that

helped me identify corporate partnerships as my career path. It taught me that the importance of sports is in the experiences you provide because even if fans forget the outcome of a game, they'll never forget how you made them feel.

Since graduating from Syracuse University in May 2019, I have been interviewing for positions with teams and media companies with the hope to join a corporate partnerships team.

## Cowboys Capstone leads to Ravens job

**By Josh Katz**  
SPM '19

In the Fall 2018 semester, I completed my senior Capstone with the Dallas Cowboys as a Business Analytics and Insights intern at the team's headquarters, The Star, in Frisco, Texas.

The primary responsibility of the Cowboys' Business Analytics team is to provide analytical business insights for the sales, marketing, sponsorship, merchandise, and media departments. I focused on building dashboards for the sales team to monitor campaigns, collected market research for the sponsorship team in preparation for pitch meetings, and monitored the team's CRM data warehouse.

Learning from such a prolific franchise was an incredible experience. I honed and improved my



technical skills in Tableau, R, SQL, and CRM practices, and took the lead on key projects throughout the semester. I was lucky to have three great supervisors who taught me best practices in the sport analytics industry and taught me the importance of creative problem-solving.

It was such an honor to learn from industry professionals at an NFL franchise during the season. I loved being in the fast-paced and highly competitive environment of the NFL. Also, working at AT&T

Stadium on gamedays was an added perk.

Overall, my senior Capstone was an incredible experience. I met so many top-notch people throughout the organization, and the skills and lessons I learned with the Cowboys helped me land a full-time position as a Business Analyst with the NFL's Baltimore Ravens.

## 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.



Brigid Daly



Nicholas Gold



Andrew Meyer



Kristen Warner

### 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 2018-19 academic year, four students were honored with this award: **Brigid Daly**, who interned with Van Wagner Sports and Entertainment in Fall 2018; **Nicholas Gold**, who interned with the Atlantic Coast Conference and the NCAA's Women's Basketball Advancement Program in Spring 2019; **Andrew Meyer**, who interned with Roc Nation in Spring 2019; and **Kristen Warner**, who interned with UN Women in Summer 2019. 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

Twenty-three Sport Management seniors were awarded scholarships from the Sport Management Student Learning Fund during the 2018-19 academic year. Each received \$500 to \$1000.

In Summer 2019, eight students earned the scholarships: **Erica Krumbine** (New York Yankees), **Taitum Kurasz** (Syracuse Crunch), **Victoria Mattarell** (Boilermaker Road Race), **Ayal Pessar** (Radeneg Sports Management), **Javier Ruiz** (Authentic Brands Group), **Sara Stanley** (New York State Golf Association), **Alicia Torres** (CSM Lead-Dog), and **Daniel Zimmermann** (Thuzio).

In Spring 2019, 12 students earned the scholarships: **Nicholas Carlson** (Turner Sports), **Anthony de la Fuente** (Van Wagner Sports and Entertainment), **Jonathan DeLaBruere** (Hurricane Junior Golf Tour), **Drina Domic** (NBA), **Marc Eckenrod** (Super Fan Fundraising), **Adam Israel** (Excel Sports Management), **Sarah Lundmark** (Athletes First), **Chance Mannix** (United Soccer League), **Hugo Marsans** (Relevant Sports), **Marielle McLoughlin** (Mississippi State Athletics), **Sean Onwualu** (Athletes First), and **Eric Winikoff** (Select Sports Group).

In Fall 2018, three students earned the scholarships: **Seth Greenberg** (Kansas City Chiefs), **Kellan Massino** (Philadelphia Eagles), and **Griffin Whitman** (Intersport).

### UNDERGRADUATE SUMMER INTERNSHIP FUND

The Sport Management Summer Internship Fund is used each year to provide support to undergraduate students pursuing unpaid summer internships, enabling them to gain industry experience.

Seven students were each awarded \$2,000 for 2019 summer internships: **Andrew Bush** (Philadelphia Soul), **Margaret Haggerty** (Pan-American Games), **Samuel Marteka** (Orleans Firebirds), **Frank Petrillo** (Premier Partnerships), **Shehreyar Piracha** (United Soccer League), **Lucas Prestamo** (Syracuse University Athletics), and **Erica Sosman** (Hospital for Special Surgery).

For more information about the funds, contact Sport Management internship coordinator Nicole Cost at 315.443.7481 or [nfimbrog@syr.edu](mailto:nfimbrog@syr.edu).

## Sport Professionals of Color Club seeks new members

The Sport Management Sport Professionals of Color Club wrapped up its fifth year in 2018-19, 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.

During the 2018-19 academic year, the club began a new membership drive, held an NFL Draft watch party, and welcomed social media entrepreneur Eamonn Donlyn as a guest speaker.

Meetings are on Mondays at 6:45 p.m. in Falk 401, and are open to all Syracuse University students. Contact Nate Gansworth at [nrganswo@syr.edu](mailto:nrganswo@syr.edu) for more information or call 315.443.9881.

## SPM Club raises \$55,195 at 14th Charity Auction

The Sport Management Club at Syracuse University raised \$55,195 for the Syracuse Rescue Mission as a result of its 14th Annual Charity Sports Auction.

During the SU men's basketball game on Dec. 1, 2018, supporters placed bids on hundreds of items, including sports memorabilia, electronics and tickets to major sporting events.

The 2018 total was the third-highest in the 14-year history of the event, which has now raised more than \$467,000 for local charities, including 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, Make-A-Wish of CNY, the Salvation Army, McMahan/Ryan Child Advocacy Center and Meals on Wheels.

"The Rescue Mission was grateful to have been chosen as the nonprofit partner for the 2018 Management Club Charity Sports Auction. The proceeds from this event will remain local right here in Syracuse and Upstate New York, and will directly serve those in need through safe beds and warm meals," said Rescue Mission Chief Executive Officer Dan Sieburg.

Since 1887, the Rescue Mission Alliance has been fighting to end homelessness and hunger across Upstate New York, with operations in Syracuse, Auburn, Ithaca and Binghamton. Their mission is to share hope, end hunger and homelessness, change lives, and strengthen communities. In 2017, the Rescue Mission served more than 282,000 meals and helped over 10,000 men, women and children in need in the community.

"We are extremely proud of the students who put hundreds of hours into making our 14th annual auction so successful to enhance the great services provided by the Rescue Mission," said SPM director Michael Veley, who also serves as advisor for the Club. "This event teaches our students

social responsibility and civic engagement and provides them invaluable learning by implementing a first-class event to benefit the less fortunate in our community."

The 15th annual auction will be held in December 2019 at the Carrier

Dome to benefit Make-A-Wish of Central New York. For more information about the event, visit [www.sucharitysportsauction.com](http://www.sucharitysportsauction.com).

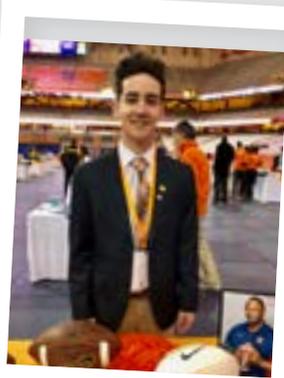
In addition to the auction, the Club hosts guest speakers, takes group trips, and volunteers in the community.

The Sport Management Club meets at 7 p.m. Tuesdays during the academic year in Falk 200. Students from all majors are welcome. For more information, contact SPM Club president Sam Marteka ([svmartek@syr.edu](mailto:svmartek@syr.edu)), executive vice president

Connor Monzo ([cdmonzo@syr.edu](mailto:cdmonzo@syr.edu)), vice president of community service Steven Soriano ([sjsorian@syr.edu](mailto:sjsorian@syr.edu)), vice president of programming Jonah Wheeler ([twheel01@syr.edu](mailto:twheel01@syr.edu)), vice president of membership Kaitlynn Miller ([kmille16@syr.edu](mailto:kmille16@syr.edu)), or vice president of administration Andrew Bush ([anbush@syr.edu](mailto:anbush@syr.edu)).



SPM Club vice president Connor Monzo (left) and former SPM Club co-advisor Kate Veley (second from left) present a check for \$55,195 to representatives from the Syracuse Rescue Mission on Jan. 18, 2019 at the Carrier Dome.



## A letter from the SPM Club president



**By Sarah Lundmark, SPM '19**  
SPM Club President, 2018

My experience with the Sport Management Club began before I was even accepted to Syracuse University. On the first trip I took across the country from my California home to visit my future four-year home, I was impressed. During a prospective student day, Falk College compiled a panel of student leaders to speak about their time at SU and the Sport Management program. During that panel, I learned of all the amazing opportunities that were offered for students to get involved, including the SPM Club. The thought of a club that would help me develop professionally, while still placing a large emphasis on philanthropy, was enticing and exciting. Little did I know the impact it would have on my educational and social experience.

I was elected Club President in January 2018, after returning from a semester abroad. I knew that after missing the auction in the Fall of

2017, I wanted to come back and get involved in a large way. Although I was honored the club chose me as its leader, by no means did I do it alone. The incredible officers were essential in the success and growth of the club.

In the spring semester, we focused largely on professional development and networking, hosting numerous industry executives from a variety of departments such as finance, sales and management. We also held educational workshops with campus professionals to work on resumes, interview techniques, and research resources.

The Fall of 2018 brought with it the 14th Annual Charity Sports Auction, which benefitted Rescue Mission of Syracuse. Our fantastic auction chairs, Caitlin Burke '19 and Anthony de la Fuente '19, worked tirelessly to make this an unforgettable event.

The SPM Club has accomplished so much with its dedicated and incredible members. These are the people I spent some of the biggest moments of college with and I know I will carry those memories with me forever. I'm truly grateful to have had the opportunity to be involved in such an influential campus organization.

## Sales Club assists SU Athletics, Crunch selling tickets



During the 2018-19 academic year, the Sport Sales Club's focus was to increase membership, strengthen its partnership with Syracuse University Athletics, increase sales for its project with the Syracuse Crunch, hold a community service event, and welcome guest speakers from the sport industry.

In conjunction with SU Athletics, the students helped break the program's Night Sales record, selling more than \$24,000 in tickets for SU men's basketball, women's basketball and football games. Club members cold-called prospects and worked sales events such as the annual Spring Game Select-A-Seat Event. At that event, SPM freshman Connor Howard set the record for most season ticket sales in a single event.

The club worked with the Crunch on its annual "SU Night" for the Crunch's game against the Lehigh Valley Phantoms in March of 2019. To achieve their sales goals, members prospected student organizations, athletic teams, and local businesses to pack the War Memorial that evening. The club partnered with the Rescue Mission to donate a portion of the proceeds to help feed those in need in Syracuse.

The club welcomed numerous guest speakers, including Mario Oliveri of the New York Yankees, Kevin Rochlitz of the Baltimore Ravens, Andrew Sidney of the Houston Rockets, Steve McMahon of the Philadelphia 76ers, Jentry Mullins and Blake Pallansch of the



The New York Yankees received assistance in Summer 2019 from numerous Sport Management interns, including Caitlin Alessi (second from left), Connor Monzo, Nico Basile, Andrea Ghanian, Seth Kourpas, Erica Krumbine, Peter Appel and Tom Adams. They are shown with John Madden (far left), manager of inside sales

Phoenix Suns, David Campbell of the Miami Marlins, Nate Medrano of the Miami Dolphins, Alexandria Anneheim of the Charlotte Hornets, Howard Cole of the New York Mets, Mark Hayes of the Syracuse Crunch, Foster Baker of Paycom, and David Hammond of Catapult.

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. In Summer 2019, several members of the Sales Club interned with the New York Yankees, while other members interned with the University of Illinois, Philadelphia Soul,

Syracuse Crunch, and Hartford Yard Goats, among others.

Club officers for 2019-20 are Seth Kourpas, president; Drew Bush, executive vice president; Niko Armstrong, vice president of programming; Cooper Self, vice president of events; Devan Dachisen, vice president of membership; and Ian Benepe, vice president of administration.

The Sales Club meets at 6:30 p.m. Thursdays during the academic year in Falk 400. For more information, contact Kourpas at [sbkourpa@syr.edu](mailto:sbkourpa@syr.edu) or club advisor David Meluni at [dmmeluni@syr.edu](mailto:dmmeluni@syr.edu). All Syracuse University students are welcome to attend.

### 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](mailto:dasalang@syr.edu).





## SPM partners with Yankees to teach ticket sales tactics

Industry experts confirm that sales, and specifically ticket sales, is the most common career path into professional sports. To this end, the Department of Sport Management established a partnership in 2012 with the New York Yankees toward the training and employment of SPM students in ticket sales.

During the academic year, adjunct professor Al Weinberger and assistant teaching professor David Meluni explain essential sales skills and develop students' understanding of the importance of sales to sport organizations. The SPM 350/650 Sports Ticket Sales class and SPM 215 Principles of Sales in Sports class involve collaboration with the Yankees and their sales executives.

The organization hosted the students at Yankee Stadium in April 2019 for a panel discussion with five Yankees staff members, including several SU alumni. The students also enjoyed a facility tour and watched that night's game from a private suite.

In addition to sales training, employment possibilities are a key aspect to the partnership between SPM and the Yankees. During each year of the partnership, the Yankees have interviewed SPM students for full-time positions on their inside sales staff, resulting in several hires, both as summer interns and permanent positions.

"The New York Yankees have one of the best sales programs in all of sports, and for them to give our students this kind of exposure is invaluable and unique," Meluni said. "We are thankful for this partnership and confident that our best students will continue to earn internships and jobs with the Yankees for years to come."

### SPM-NYY pipeline

**Seven SU Sport Management alumni are currently working for the New York Yankees:**

**Nico Basile '19,**  
junior sales associate, inside sales

**Lucas D'Aversa '19,**  
sales associate, inside sales

**P.J. Davidson '13,**  
assistant manager of group sales and service

**Richard Granato '11,**  
ticket operations representative

**Jordan Harris SVEM '19,**  
sales associate, inside sales

**Erica Krumbine '19,**  
junior sales associate, inside sales

**AmandaRae McLean '13,**  
community relations coordinator

## Connect with SU Sport Management

### Department of Sport Management

Syracuse University  
402 MacNaughton Hall  
Syracuse, NY 13244  
315.443.9881 or  
315.443.2630  
(fax) 315.443.9716

**Michael Veley**  
Director and Chair  
mdveley@syr.edu

**Kathryn Tunkel**  
Administrative Assistant to  
Michael Veley  
kmtunkel@syr.edu

**Margie Chetney**  
Administrative Assistant  
mchetney@syr.edu

**Gina Pauline**  
Undergraduate Program Director  
gpaulin@syr.edu

**Jeff Pauline**  
Graduate Program Director  
jspaulin@syr.edu

**Rodney Paul**  
Analytics Program Director  
rpaul01@syr.edu

**David Salanger**  
Assistant Dean, Advancement,  
Falk College  
dasalang@syr.edu

**Web:**  
[falk.syr.edu/sport-management](http://falk.syr.edu/sport-management)

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

**Twitter:**  
@SUSportMgmt

**LinkedIn:**  
<https://www.linkedin.com/school/sufalkcollege>

## 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.

With the help of SPM graduates Ian McFate '08, Sam Spector '16, and Jake Silverman '08, the club organized a two-day trip to Philadelphia in October 2018 to network and learn from industry professionals at the Philadelphia Phillies, Sixers, Flyers and the University of Pennsylvania. The women toured Citizens Bank Park, Wells Fargo Center, and University of Pennsylvania athletic facilities, speaking with women who work throughout different sectors of the sport organizations. Students also attended the UPenn vs. Columbia volleyball game and Flyers vs. Golden Knights NHL game.

"We are so lucky to have alumni who are more than happy to take time out of their days to host our group, giving us tours of their facilities and setting up panels of amazing women willing to share their experiences and insight" said WISE president Kristen Rogers '20.

In Spring 2019, WISE members volunteered at the Ronald McDonald House in Syracuse to cook and serve meals to families staying at the facility. "We believe that it is extremely important to give back to the community that has given us our home away from home," Rogers said.



The group co-hosted workshops focusing on campus resources and resumes; partnered with Witty Wicks, a homemade candle company, and Chipotle, to fundraise for future networking trips and events; and welcomed numerous guest speakers to campus or via Skype.

"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," Cost said. "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 Face-

book: Women in Sports and Events at Syracuse University.

The club officers for 2019-20 are Kaitlynn Miller, president; Elaine Johnson, vice president of recruitment; Caroline Johnson, vice

president of internal programming; Danielle Parr, vice president of external programming; Hanna Kou, treasurer; and Devan Dachisen, director of social media.

WISE, which meets at 5:45 p.m. Tuesdays in Falk 175, 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).



## Classes pitch ideas to sport industry think tank

During the Spring 2019 semester, Dr. Patrick Walsh's SPM 444 Sports Marketing Management class and David Meluni's SPM 215 Principles of Sales in Sport class collaborated with brand consultant Jeremy Darlow on a variety of projects.

Darlow, former director of football and baseball marketing for Adidas, has worked with and developed marketing strategies for top university brands such as Notre Dame, Michigan, and UCLA; athletes such as Aaron Rodgers and Lionel Messi; and celebrity influencers such as Kanye West and Snoop Dog. Following his time at Adidas, Darlow created the Brand Food Think Tank, which provides weekly brand marketing strategies and tactics for industry professionals. He currently acts as a brand consultant and is also the author of two books, "Brands Win Championships" and "Athletes are Brands, Too."

In each of the classes, Darlow provided a monthly challenge on a current topic facing the sport industry. In SPM 444, students developed ideas for how professional sport teams and facilities can utilize legalized sport gambling to best engage with fans in-stadium on game days while

enhancing the overall fan and brand experience.

In a separate challenge, SPM 444 students developed ideas for how a college football player can use the NFL Draft as a platform to build brand awareness and develop a unique brand image.

SPM 215 students developed ideas around March Madness and a piece of merchandise that could go viral surrounding an upstart team making a run through the bracket. Also, SPM 215 students looked to maximize attendance throughout Major League Baseball along with generating a sponsorship idea to be showcased during the PGA Tour's U.S. Open, the Kentucky Derby, Indianapolis 500, or French Open. Student ideas from both classes were then reviewed by SPM faculty and Darlow, and the best ones were featured on Brand Food Podcasts throughout the semester, as well as on Darlow's Twitter account (with 90,000 followers) and the Brand Food Think Tank website.

"The feedback I received from students was fantastic," Meluni said. "They really enjoyed the real-world exercise as if they were professionals trying to solve challenges that industry leaders face daily."

## Inaugural Berlin Sport Analytics Symposium highlights rising importance of data in sport

“Calculating the Future of Sports Through Analytics” was the featured theme of the inaugural Andrew T. Berlin Sport Analytics Symposium, presented by Syracuse University’s David B. Falk College of Sport and Human Dynamics on April 3, 2019, at the Westin Michigan Avenue in Chicago.

Now more than ever, information and data are driving the sports industry, the fifth largest economic sector in the U.S. economy that generated slightly less than \$500 billion in 2016-17. Scouts and agents rely on sport analytics to identify unusual talent and athletic capabilities.

Performance data helps professional athletes monitor fitness and predict likelihood of injury. Sport marketing executives value data analytics to improve the fan experience.

The Berlin Sport Analytics Symposium brought together leading industry innovators and Syracuse University faculty members to take a closer look at the critical issues in sport analytics. Chicago Cubs senior vice president of player development and amateur scouting, Jason McLeod, gave the keynote address. McLeod began his front-office career with the San Diego Padres and served as scouting director for the Boston Red Sox.

A panel discussion was moderated by Michael D. Veley, founding director and chair of Falk College’s Department of Sport Management, and the Rhonda S. Falk Endowed Professor of Sport Management, with remarks from Dr. Rodney Paul, SU’s sport analytics program designer, director, professor.



Andrew Berlin (center) is shown with the four Syracuse University sport analytics majors and Berlin Scholars who presented their senior thesis research posters at the event. From left are Charles “CB” Garrett IV, Cody Barbuto, Justin Perline and Evan Weiss.

The panelists included:

- **Dafna Aaronson**, founder, Be Sports Minded
- **Sean Ahmed**, analyst, research and development, baseball operations, Chicago Cubs
- **Kevin Brilliant**, business strategy and analytics senior manager, Chicago Bulls
- **Dr. Shane Sanders**, sport analytics associate professor, Syracuse University
- **Dr. Robby Sikka**, professor, associate director, data analytics for sports medicine, Mayo Clinic
- **Hart Zwingelberg**, manager, business intelligence, Chicago Fire Soccer Club

Berlin Scholars participated in a senior thesis poster presentation during the pre-event reception. The featured student presenters included Syracuse University sport analytics seniors Cody Barbuto, Charles “CB” Garrett IV, Justin Perline, and Evan Weiss. Falk College’s Department of Sport Management also presented the inaugural “Pioneer in Sport Analytics Award” honoring Theo Epstein, president of baseball operations for the Chicago Cubs.

The Berlin Sport Analytics Symposium event was made possible by the generosity of Syracuse University Trustee and alumnus, Andrew T. Berlin ’83. Berlin is a partner investor of the Chicago Cubs, chairman and owner of its minor league Cubs affiliate, the South Bend Cubs, and chairman and CEO of Berlin Packaging.

The second annual Berlin Sport Analytics Symposium is planned for Spring 2020.

## Football Analytics Club focuses on research

The Football Analytics Club was established during the 2017-18 academic year and grew from four to 40 students this past year. The Club was recently accepted as an official Syracuse University Registered Student Organization beginning in Fall 2019. Weekly meetings are a combination of football discussion and research projects or activities.

In Fall 2018, the club partnered with the XFL, the spring football league started by Vince McMahon, to help the league research potential changes to the game. Members worked with SPM alumnus Bryan Kilmeade ’18 to analyze NFL, AAF, and CFL games. Data was collected and analyzed to develop conclusions the XFL utilized to formulate its rules.

Members also worked on a research project showing how winning/losing streaks impacted future winning chances and betting lines., finding that for each additional win on a team’s winning streak, the point spread swung about one point in their favor and that the home team’s likeli-



hood to win the next game improved by 6.6 percent. For the away team, it improved by 3.9 percent. In addition to these projects, the Club also researched ideal cities for XFL teams and predicted free agent contracts. The club traveled to New Era Field in Buffalo to watch the Bills beat the Tennessee Titans on a last-second field goal in October 2018. During that trip, students met with SU Sport Analytics senior Evan Weiss ’19, who was interning for the Bills’ Analytics Department. The club also held an NFL Draft Party.

Club officers for the 2019-20 academic year are Zak Koepfel (president), Sean Kenney (vice president), Dylan Blechner (director of research), Joe Pickering (director of operations) and Will Friedeman (treasurer).

The Football Analytics Club meets at 6 p.m. Mondays during the academic year in Falk 400. All Syracuse University students are welcome to attend. For more information, email Koepfel at [zkoepfel@syr.edu](mailto:zkoepfel@syr.edu).

# On a Winning Streak: Sport Analytics students



Cody Barbuto, Evan Weiss, Charles "CB" Garrett IV and Justin Perline (from left) are the first four graduates of the Sport Analytics program at Syracuse University. They completed their degrees in May 2019, while also serving as Berlin Scholars.

Assembling a championship-caliber team and a profitable business organization is a challenge that sports owners, executives and managers face every day in the ultra-competitive world of sports. Increasingly, they are turning to data analytics for an advantage. Whether it is predicting player performance, athlete injury recovery or enhancing an organization's bottom line, analytics is changing the methodology of how teams, leagues and sport managers are competing to make better, quantifiable decisions.

Sport analytics is a growing segment of the 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, the program welcomed its first official 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 competitive 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

with teams in Major League Baseball and the National Football League. Students and faculty have published and presented research internationally. In addition, they have competed and placed in prestigious industry and academic competitions, including SABR Diamond Dollars Case Competition, MIT Sloan Sports Analytics, ACC Meeting of the Minds, and the NFL's inaugural Big Data Bowl earlier this year.

## Here are some program highlights:

- The first four Berlin Scholars were named: class of 2019 seniors **Cody Barbuto, Charles "CB" Garrett IV, Justin Perline** and **Evan Weiss**.
- **Barbuto** accepted a full-time analytics position from Kraft Analytics Group in Foxborough, Mass., after graduating in May 2019.
- **Garrett**, whose research on "Impact of Birthplace on Player Performance in Different Weather Conditions" won top honors at the 2019 Falk College Student Research Celebration, spent the summer interning with the NBA's Indiana Pacers in their performance analytics department.
- **Perline** accepted a full-time analytics position with the Pittsburgh Pirates after interning with the team in summer 2018. He spent part of his 2018-19 winter break in the Dominican Republic scouting for the Pirates.



Jonathan Bosch '21 (left) and Alex Pesantez '21 spent part of their 2019 summer in Pittsburgh at Carnegie Mellon's Summer Undergraduate Research Experience in Statistics.

# prove they're ready to storm the industry

- During his junior year at SU, **Weiss** was hired as an intern to work with the Buffalo Bills during the Fall 2018 semester. He returned to campus in January 2019 to complete his degree and was retained by the team full-time after graduation in May 2019.

- In August 2018, **Perline** and **Garrett** presented their research at the European Sports Economics Association (ESEA) conference in London, titled "Minor League Team Success and Its Impact on MLB Player Performance."

- **Barbuto** and **Nick Riccardi '20** presented their research at the 2019 Academy of Economics and Finance conference in Tampa, Florida. Riccardi won the student paper competition with his study, "Canadian Hockey League Game-To-Game Performance." He also presented the paper at the ACC Meeting of the Minds conference at the University of Louisville in March. Barbuto's paper was titled "GINI Coefficients in the NBA." Riccardi also presented his research the past two years at the Rochester Institute of Technology (RIT) Hockey Analytics Conference and co-authored research that was published in the International Journal of Financial Studies titled "Attendance in the Canadian Hockey League: The Impact of Winning, Fighting, Uncertainty of Outcome, and Weather on Junior Hockey Attendance."

- **Perline** co-authored a paper with Sport Analytics associate professor **Dr. Shane Sanders** titled "Informed Voters, Uninformed Voters, and Electoral Outcomes: A Natural Experiment from Major League Baseball MVP Voting," which Sanders presented at the 2019 Public Choice Society Annual Meetings in Louisville, Kentucky. Sanders was then invited to present the same paper at Indiana University in Bloomington, Indiana.

- Sport Analytics students **Dylan Blechner**, **Zak Koepfel**, **Will Friedeman** and **Cameron Johnson** entered their research to the NFL's inaugural Big Data Bowl competition. The competition provided participants with access to NFL player-tracking data to create proposals on one of three topics: player speed, game rules and receiver routes. Their entry, "Route Clustering," placed in the top nine from more than 100 submissions and was one of five entries to receive an honorable mention.

- **Jonathan Bosch '21** and **Alex Pesantez '21** spent part of their 2019 summer in Pittsburgh at Carnegie Mellon's Summer Undergraduate Research Experience in Statistics. The program provided participants with hands-on experience



Nick Riccardi '20 presented his research at the 2019 Academy of Economics and Finance conference in Tampa, Florida. He won the student paper competition with his study titled "Canadian Hockey League Game-To-Game Performance."

working with real data, on real problems, in a stimulating, collaborative, and supportive environment. The students have worked with Syracuse University Sport Analytics professors **Dr. Rodney Paul** and **Dr. Shane Sanders** on research projects while attending classes and being active members of student-run analytics clubs on campus. "Jon and Alex's hard work and commitment to research led to the well-deserved opportunity at Carnegie Mellon," Paul said.

- **Perline, Weiss, Kyle Liotta '20** and **Josh Hentschel '19**, along with **Paul, Sanders** and Sport Analytics

Program Manager **Francesco Rivero** attended the MIT Sloan Sport Analytics Conference in Boston in March 2019, 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.

- **Barbuto, Garrett**, and **Liotta** co-authored a paper with **Dr. Paul** titled "Celebrity Attraction in the Minors: the Case of Tim Tebow" that was published in the Journal of Economics and Finance.

- 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 2018 and two SU men's basketball games during the 2018-19 season.

- Well-known New York Post sports columnist Ken Davidoff wrote about the sport analytics program's success in September 2018 in a column titled "Next Generation of Sports Fans Ready to Take Over Baseball."

- Here's a sampling of where Syracuse University Sport Analytics students interned in Summer 2019: **Dylan Blechner**, Spotted, Inc.; **Bailie Brown**, Florence Red Wolves; **Zachary Crowe**, Falmouth Commodores; **Jacob Cummis**, Indiana Pacers; **Jack Dolitsky**, BSE Global; **Whitaker Ellis**, Clover Sonoma; **Cameron Johnson**, Reign FC; **Sean Kenney**, Parametric Technology Corporation (PTC); **Kyle Liotta**, Milwaukee Brewers; **Samuel Marteka**, Orleans Firebirds; **Stephen McClain**, University of Pittsburgh Football; **Colby Olson**, EBSCO Industries; **Justin Philbin**, New York Lizards; **Joseph Pickering**, Rookie Road; **Hughston Preston**, Cape Cod Baseball League; **Nicholas Riccardi**, Bankers Healthcare Group; **Joseph Sabel**, Costa Del Mar; **Nicholas Schloop**, Wasserman Media Group.

- As of May 2019, 50 students at Syracuse University are minoring in sport analytics.

- Falk College will welcome 59 sport analytics freshmen to campus in Fall 2019, as well as two new sport analytics faculty members in **Dr. Justin Ehrlich** and **Dr. Jeremy Losak**.



Kyle Liotta '20 spent his 2019 summer interning for the Milwaukee Brewers in their strategy and business analytics department.

## Club members share same zest for basketball

The Syracuse University Basketball Analytics Club concluded its third year in 2018-2019, expanding its membership to more than 40 members who strive to uncover statistical trends in basketball through research, as well as maintaining a fun environment to discuss and debate all things basketball related.

The organization was assembled to conduct analysis on the NBA, NCAA, and high school basketball. Over the past year, members have researched topics such as “Which NCAA Conferences Produce the Best NBA Players,” “The Consequences of Over-Playing Starters in the NBA,” and “Does College Shooting Translate to the NBA.”

The club aims to gather students who share the same zest for basketball, in addition to their drive for research. Members practice their analytical skills in Excel as well as utilize their research skills on basketball databases to find appropriate data for analysis.

In February 2019, club members Jonathan Bosch, Nick Riccardi, Zach Anhalt, Alejandro Pesantez, Fletcher Wilson, Isaiah Freedman, and John Lichtenstein attended the McCormack Sport Analytics Trade Deadline conference at UMass Amherst. They acted as general man-

ers in a simulation of the NBA trade deadline. Attendees were broken into groups and assigned an NBA franchise. The groups then began trading and transforming their rosters for the duration of the day. The event gave students the opportunity to practice first-hand what takes place during NBA trade negotiations in regard to trade rules, salary cap management, and the Collective Bargaining Agreement, among others.

Other projects included taking part in the Falk College Research Celebration and hosting guest speakers in person or via Skype, including basketball analytics professionals from the Houston Rockets, Phoenix Suns, and Milwaukee Bucks.

Officers for the 2019-20 academic year are president Jonathan Bosch, executive vice president John Lichtenstein, vice president marketing Brendan McKeown, director of social media Sean Kenney, and project coordinators Alejandro Pesantez and Danny Emerman.

The club meets at 7 p.m. Mondays in Falk 175 and 1 p.m. Fridays in Falk 104 during the academic year. All Syracuse University students are welcome to join. Contact Bosch at [jbosch@syr.edu](mailto:jbosch@syr.edu) for more information.



Club members John Lichtenstein, Fletcher Wilson, Jonathan Bosch, Isaiah Freedman, Zach Anhalt, Alejandro Pesantez and Nick Riccardi (from left) attended the McCormack Sport Analytics Trade Deadline Conference at UMass Amherst in February 2019.

## High schoolers test drive analytics at summer academy

Twenty-four high school students spent two weeks on campus in Summer 2019 enrolled in the inaugural Berlin Sport Analytics Academy. The program, which was held July 29 to August 9, provided students the opportunity to explore data's role in understanding and prioritizing information to maintain a competitive advantage in the sports industry.

The group consisted of 23 students from the United States and one from China. They were shown how analytics are being used in a variety of sports, and learned skills in various applications that are currently being used in Sport Analytics courses at Syracuse University and in the sport industry, including R, Tableau, SQL and more.

Guest speakers were brought in to discuss industry trends, research topics and sample careers. Students were taught by SU sport analytics professors Dr. Rodney Paul, Dr. Shane Sanders, Dr. Justin Ehrlich, and Dr. Jeremy Losak. Sport Analytics program manager Francesco Rivero planned experiential learning trips for the students to the Syracuse Crunch, Buffalo Bills, Syracuse Mets, and the National Baseball Hall of Fame.



Sport Analytics majors and minors represented SU at the 2019 Society of American Baseball Research Diamond Dollars Case Competition in Phoenix, Arizona.

## Full speed ahead for active Sabermetrics Club

Sabermetrics is the study of advanced baseball statistics. And who better to study that than Syracuse University Sport Analytics students?

The student-led club conducts in-depth discussions about current topics in the industry, takes part in research projects, attends national competitions, hosts guest speakers, and runs a fantasy baseball league.

Club members Charles “CB” Garrett IV ’19, Cody Barbuto ’19 and Kyle Liotta ’20 published a research paper in conjunction with club advisor and Sport Analytics professor Dr. Rodney Paul on how minor league baseball player Tim Lincecum affected attendance for teams during the 2017 season. The paper, titled “Celebrity Attraction in the Minors: The Case of Tim Lincecum,” was published in the *Journal of Economics and Finance*.

### Club competes in Phoenix

For the fifth straight year, Club members participated in the Society of American Baseball Research (SABR) Analytics’ Diamond Dollars Case Competition in Phoenix, Arizona, over Spring Break in March 2019. The competition is for undergraduate and graduate students from universities across the country to compete against each other by researching and presenting on a current baseball analytics topic. Presentations were made to a panel of judges consisting of Major League Baseball executives. Five SU teams competed in

Arizona in 2019, with two teams winning their respective divisions.

The topic was “Developing a Strategy for Pitching Usage,” and teams were tasked with defining a strategy (or multiple strategies) that MLB teams can follow to assess the optimal way to deploy their pitching assets over the course of a 162-game schedule. Teams had to show how their strategy would impact team run prevention and ultimately team performance. Teams made their presentations by using programs such as R, Excel, and Tableau.

With the help of gifts from Falk College donors Jeff Lomasky and Andrew Berlin, 25 students competed at this prestigious event. The competition is part of the annual SABR Analytics Conference in Phoenix, which featured industry speakers, as well as a networking event and job fair for the students to engage with executives who work in the baseball analytics field. Students also attended spring training games and an Arizona Coyotes game, along with meeting members of the Arizona Diamondbacks’ business analytics team, including Syracuse SPM graduate Greg Ackerman ’15.

The students were accompanied by Dr. Paul, Sport Analytics program manager Francesco Rivero, and Sport Management assistant teaching professor David Meluni.

### NYU Case Competition

Two teams representing the Sabermetrics

Club competed at the SABR Diamond Dollars Case Competition at NYU on November 16, 2018. Sport Analytics majors Kyle Liotta (’20), Warren Schatten (’22), Drake Mills (’22), Daniel Preciado (’22), Joseph Sabel (’20), Zachary Crowe (’22), Steven Dimaria (’22), Colby Olson (’21), Gareth Jobling (’21) and Zak Koeppel (’21) competed against other universities such as Tufts University and Fordham University.

The teams were tasked with predicting the contracts of MLB free agents Bryce Harper and Manny Machado. Students were given five days to collect data, create a model, and prepare a 30-minute presentation on the topic that was given in New York City. Judges for the competition included Cameron Barwick of MLB and Chris Pang of the New York Yankees.

“We are very proud of the way our students compete at these events,” said Dr. 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.”

Officers for the 2019-2020 academic year are president Kyle Liotta, vice president Brendan McKeown, director of research Steven DiMaria and director of outreach Hughston Preston.

The Club meets at 6:45 p.m. Wednesdays in Falk 200. Email Dr. Paul at [rpaul01@syr.edu](mailto:rpaul01@syr.edu) or Liotta at [kaliotta@syr.edu](mailto:kaliotta@syr.edu) for more information.

## SPM news and notes

The 2018-19 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 web sites regularly ([falk.syr.edu/sport-management](http://falk.syr.edu/sport-management)) to stay current with SPM students, faculty and staff news.

### Rick Burton

**David B. Falk endowed professor**



Burton presented his research at the 2018 Sport Marketing Association Conference in Dallas, and attended the NCAA National Convention in Orlando. He co-authored "Forever Orange: The Story of Syracuse University" in honor of SU's 150th anniversary. Burton also serves as SU's Faculty Athletic Representative to the NCAA and ACC.

### 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 the Newhouse School, lead a group of three SU student journalists to Atlanta to cover Super Bowl LIII.

### Dr. Justin Ehrlich

**Assistant professor**



Dr. Ehrlich comes to Syracuse University in Fall 2019 after teaching in the School of Computer Science at Western Illinois University since 2010. Ehrlich will teach sport analytics classes as part of a Syracuse University-wide cluster hire. Ehrlich, whose research is focused on sport epidemiology, sport analytics, and data visualization, received his Ph.D. in computer science from the University of Kansas.

### Dr. Mary Graham

**Professor**



Dr. Graham presented her research at the 2019 American Sociological Association Conference in New York City and continues as an editorial board member for the journal *Human Resource Management*. She also serves as a Provost's Faculty Fellow, where she works closely with the Syracuse University Senate to implement campus-wide shared competencies for undergraduate students.

### Dr. Jeeyoon Kim

**Assistant professor**



Dr. Kim received notification from the Falk College Promotion and Tenure Committee that her third-year review was positive and she has been given another three-year contract at Syracuse University. She presented her research at the 2018 Sport Marketing Association Conference in Dallas and the MEMOS Olympic Sport Management Convention in Portugal. Dr. Kim will be on research leave for the Fall 2019 semester in South Korea.

### Dr. Jeremy Losak

**Assistant professor**



Dr. Losak is a 2016 Syracuse University Sport Management graduate, who completed his PhD in economics at Clemson in Summer 2019. His research focuses on sport economics, baseball arbitration and betting markets and has been published in *Managerial Finance* and *Academy of Economics and Finance Journal*. Losak will teach sport analytics courses beginning in Fall 2019. His research has been accepted for presentation at the 2019 European Sports Economics Association Conference in Spain.

### David Meluni

**Assistant teaching professor**



Meluni spent four years as an adjunct professor in Sport Management before joining the faculty full time in Fall 2018. He has 20 years of experience in the sport industry, including at Florida State Athletics, IMG College, SIDEARM Sports, Infinity Sports and Entertainment, and Skoresheet. Meluni teaches sales, marketing, sponsorship and promotion courses at SU, and has created class projects with the Syracuse Mets, Syracuse Crunch and Brand Food.

### Dr. Rodney Paul

**Professor, Analytics program director**



Dr. Paul presented his research at the 2019 Academy of Economics and Finance Conference in Tampa and at the 2018 European Association of Sport Economics in England. Dr. Paul, a sports economist, serves as advisor of the SPM 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 focusing on gender differences in organizational leadership as well as event management practices. She works on curriculum, assessment planning, and evaluation for the department, and is also involved with SU Project Advance in the offering of sport management classes to high school students.

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## Dr. Jeff Pauline

Associate professor, graduate program director



Dr. Pauline presented his research at the 2018 Association of Applied Sport Psychologists (AASP) national conference in Toronto. He serves on the AASP Continuing Education Committee and is also a member of AASP, the SU Appeals Board, and Falk College's Grievance Committee. Pauline took students in SPM 101 to the Syracuse Rescue Mission to serve meals and log volunteer hours.

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## Patrick Ryan

Associate teaching professor



Ryan mentors the SPM Learning Community. He works closely with Falk College information technology staff to best outfit the college with the necessary equipment for the Milton Conrad Technology Center. He also accompanied SPM 356 students on an experiential learning trip to Lake Placid.

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## Dr. Shane Sanders

Associate professor



Dr. Sanders presented his research at the 2019 Public Choice Meeting in Louisville, the 2018 Midwest Sports Analytics Meeting in Iowa, and at Indiana University. Dr. Sanders is the advisor for the SPM Basketball Analytics Club and teaches Sport Analytics courses at SU.

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## Michael Veley

Director and chair, Rhonda S. Falk endowed professor



Veley 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, who spent nearly two decades working as a Division I athletic administrator, serves on the advisory board of the Center of Sports Business and Research at Penn State University.

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## Dr. Patrick Walsh

Associate professor



Dr. Walsh presented his research at the 2019 Global Sport Business Association Conference, had articles published in *Journal of Applied Sport Management* and *Journal of Contemporary Athletics*, and signed a contract to be a co-author on a leading sport marketing textbook. He currently serves on the editorial boards of *Sport Marketing Quarterly*, the *International Journal of Sport Management*, and the *Journal of Global Sport Management*.

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## Dr. John Wolohan

Professor



Dr. Wolohan spoke at the Clinton School of Public Service in Arkansas as a William J. Clinton Distinguished Lecturer, as well as attended the Australia/New Zealand Sports Law Association Conference and the 2018 United States Sports Congress Conference in Daytona Beach, Florida. Dr. Wolohan also teaches in SU's College of Law.

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## Sport Management staff updates



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



**Nicole Cost** (SPM class of 2008) finished her third year as an internship placement coordinator in Sport Management. She works with SPM seniors on Capstone guidance, undergraduates on internships and advising, as well as being a liaison for department alumni. She is the co-advisor of the SPM Women in Sports and Events (WISE) Club and also teaches SPM 201 and SPM 455.



**Lisa Liparulo** finished her first year as an internship placement coordinator in Sport Management. She works with SPM seniors on Capstone guidance, as well as undergraduates on internships and advising. She is the co-advisor of WISE, teaches SPM 201 and SPM 455 and acts as a career advisor for SVEM graduate students.



**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 will teach SPM 201 and SPM 455.



**Francesco Rivero** finished his fourth year in the department, and as the program manager for Sport Analytics has shifted focus to advising Sport Analytics majors, connecting them to internships and working to develop partnerships to benefit the program. He assists in the coordination of the Berlin Sport Analytics Symposium and the Berlin Sport Analytics Summer Academy at SU, as well as teaching HSH 101 and SPM 201.



**Kathryn Tunkel**, who celebrated her 26th year at Syracuse University in 2019, 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.

## A major win for Sport Management students in Orlando

### SPM seniors cherish hands-on football experience

By Mary Beth Horsington

Syracuse University News

When Austin Natowitz was weighing his college options, the Scarsdale, New York, native says he decided on Syracuse University for two reasons. The first was reputation. “I wanted to be where people were proud to say they went to school,” he remembers, “and I wanted a career in a field where consumers are passionate about the product. The sport management major at Falk College was what put SU over the top.”

As his final semester at Syracuse approached, Natowitz, who served as a video intern for the SU football team, couldn’t have imagined a better finale than the one he witnessed on December 28, 2018. He accompanied the Orange football team to the Camping World Bowl in Orlando, where they took on West Virginia in their first Bowl game since 2013 and came away with a 34-18 win. And Natowitz got to film the whole thing.

“The Bowl opportunity meant everything to me,” Natowitz says. “I worked for the team for three years, and seeing it all pay off with an amazing season—capped off with the Bowl experience—was a dream come true.”

Students like Natowitz gained something beyond the thrill of victory in Orlando. Experiential learning is a cornerstone of the sport management program, and for the students enrolled in the major, the Bowl game presented a live-action laboratory of hands-on experience. It encompassed nearly every aspect of the sport management curriculum—administration, business, sales, facility management, marketing and promotion, analytics, athletic compliance, law, and more.

Drew Meyer, a sport management senior from Baltimore, had been working with Brad Wittke, SU’s director of football operations, since his first year at Syracuse. “We focused on travel plans and team itinerary so Coach



Sport Management majors Austin Natowitz, Sean Onwualu and Drew Meyer (from left) are shown at the Camping World Bowl in Orlando, Florida, in December 2018. Natowitz served as a video intern for the team, Onwualu played defensive back and Meyer worked in football operations.

Babers could focus on the team and the game without distractions,” Meyer says. “If we did our jobs well, we went unnoticed because everything ran smoothly.”

Sport management is a popular program at Syracuse. It’s also demanding and exciting - a lot like playing on a team. “Falk is all about working on group projects that will ultimately prepare us for a career in the industry,” Meyer says. Natowitz concurs. “It’s really selective, so when I was accepted, I knew I had to be the best student I could be.” That resolve led Natowitz to take on minors in marketing through Whitman and public communication through Newhouse. His hard work paid off in May, when he graduated magna cum laude.

Sean Onwualu, a sport management major from Los Angeles, played defensive back for the Orange team. He didn’t plan on a sport management major when he came to Syracuse. “I was a psychology major until my sophomore year, but my roommate was in sport management and I was much more interested in his

homework than I was in my own. So I transferred into one of the best programs in the country.”

The Camping World Bowl energized the senior sport management majors as their academic program neared the finish line. Natowitz hopes to parlay his impressive academic record—as well as hands-on experience at Syracuse, a summer internship with sport-tech company Grabyo, and a final semester capstone project at the University of Tennessee—into a career as an athletics director at a prominent university.

“Falk and Syracuse have set me up for success in reaching that goal,” Natowitz says. “I don’t want to scare him, but my dream job is currently occupied by John Wildhack,” Syracuse’s director of athletics.

Meyer’s professional goals lean toward athletic marketing and branding.

“Last summer I had a great experience working with the Baltimore Ravens in marketing. I’m confident that with the support of Brad Wittke, sport management intern coordinator Nicole Cost, and countless professors who helped me over the years, I am well prepared to pursue a career in this competitive industry.”

### SU football counts on SPM students

These students assisted the Syracuse University football team in the 2018-19 academic year as interns or managers: Luke Adelstein, Ethan Barnowitz, Nick Cohen, Aaron Cornelius, Cameryn Cortese, Will Dalton, Dan Geraci, Nate Glazer, Jordan Heller, Adam Israel, Jake Kleban, Marielle McLoughlin, Drew Meyer, Austin Natowitz, Mike Powell and Ethan Yoo.

## Students immerse themselves in New England sports culture

Eighteen students enrolled in SPM 300 spent eight days during Mayme-ster 2019 in the Boston area touring sport-related facilities, and meeting with industry executives from nearly 20 venues and organizations. The New England Sports Immersion course compares and contrasts busi-ness practices, marketing strategies, branding initiatives, social media outreach and the organizational culture of competing sports franchises and entities in the greater New England market.

Students conducted professional networking and met and inter-acted with more than 70 industry executives and practitioners in the sporting industry, including 13 Syracuse University graduates. The course was taught by Sport Management Director Michael Veley and Sport Management assistant teaching professor David Meluni.

“Building the Syracuse Sport Management footprint throughout New England is important for our students and our program,” Veley said. “We met with a multitude of executives, alumni and practitioners in nearly every facet of sports, which was a transformative experi-ence for the students.”

This year’s trip included meetings with professionals from the Boston Red Sox, Boston Celtics, Boston Bruins, TD Garden, Kraft Analytics and Sports Entertainment Group, Basketball Hall of Fame, New England Sports Center, Tennis Hall of Fame, UMass Lowell Athletics, American Athletic Conference, UMass Amherst Athletics, Major League Lacrosse, ISlide, Baseballism, and Boston Athletic Association.

“The engagement, support and welcome from all of the organi-zations was incredible,”

Meluni said. “Our students made important connections with numerous executives as they begin to pave their path for the future.”

Students attended a professional soccer match between the New England Revolution and Chelsea; a minor league baseball game at historic McCoy Stadium, home of the Pawtucket Red Sox; a Boston Red Sox game; a collegiate baseball game between Boston College and Notre Dame; and visited Faneuil Hall Marketplace.

“Seeing so many facets of the industry truly opened my eyes to what I could do with my career, from managing sports complexes to sales,” said sport management major Tasha Getten ’21. “I made connections that will help me in my future for sure.”



## SPM professors awarded 'CUSE Grants

Sport Management professor Dr. Mary Graham and Sport Management assistant professor Dr. Jeeyoon Kim have been awarded 'CUSE (Collaboration for Unprecedented Success and Excellence) Grants from the Syracuse University office of the Vice President for Research.

Graham teamed with Falk College Public Health assistant professor Bhavneet Walia and Distinguished Professor of Economics William Horrace of the Maxwell School of Citizenship and Public Affairs, on a proposal titled “Man-agement Team Diversity and Misconduct by Male Professional Ath-letes.” The research team seeks to build upon a study by Graham, Walia, and SPM graduate Chris Robinson that found that teams with greater numbers of women executives experienced fewer instances of miscon-duct by National Football League players. The grant is for \$20,000.



Graham



Kim

Kim teamed with Falk College Sport Management associate professor Dr. Shane Sanders, Public Health assistant professor Dr. Bhavneet Walia, School of Education assistant professor Bong Gee Jang, as well as assistant professor Eui Jun Jeong from Konkuk University in Korea. The project is titled “E-sport, psychological well-being, and sport participation: Data collection and natural field experimental analysis.” Their grant is for \$30,000.

The purpose of the 'CUSE Grant is to enhance interdisciplinary collaborations, to grow the research enterprise and enhance scholarship at Syracuse University in order to increase extramural funding and high-quality scholarly output. The program is de-signed to support faculty in becoming competitive in securing external funding and sponsorship.

# Students learn how LA sports mecca operates

Los Angeles is quickly becoming the sports capital of the world. Home to 11 major professional sports teams, and having recently won bids for the 2020 Major League Baseball All-Star Game, 2022 Super Bowl LVI, 2023 College Football Playoff National Championship Game and 2028 Summer Olympics, Los Angeles offers a mecca of opportunities for students eager to learn about the sport industry.

Twenty Syracuse University Sport Management students did just that over their March 2019 spring break, spending eight days immersing themselves in LA's sport industry.

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

"It was an amazing opportunity to meet with so many well-respected professionals in a large sporting industry such as LA," said Sport Management major Victoria Kelly '22. "The culture of the sports world in LA is unmatched to any other city and has opened my eyes to the professional techniques needed to be successful in the industry."

A highlight of this year's trip was a dinner meeting at professional Basketball Hall of Famer Bill Walton's house. The group also visited Hollywood, Hoag Classic, NASCAR, UCLA, LA Clippers, Dodger Stadium,

LA Marathon, FOX Sports, LA Rams, LAFC, Staples Center, AEG, Santa Monica Pier, Rose Bowl, USC, LA Kings, LA Coliseum, NFL Network, and Legends.

"We strive to introduce students to non-traditional sectors of the industry and opportunities they won't see in Syracuse," said Michael Veley, Sport Management director and Rhonda S. Falk Endowed Professor, who teaches SPM 358. "We have more and more of our SPM alumni working in LA, with many securing their jobs from connections made on this trip."

Students also attended a Clippers vs. Celtics NBA game and Kings vs. Nashville NHL game.

"I knew this would be a once in a lifetime opportunity,"

said Sport Management major Marc Orlin '21. "Eating dinner and spending three hours at Bill Walton's house was truly amazing. He provided me with helpful information on how I should live my life. As a hockey fan, it was an incredible experience to step onto the LA Kings' ice."

The students were accompanied on the trip by Veley. Portions of the experience are made possible by a gift from Jeff and Andrea Lomasky.



## Graduate students host Orange Guardians charity benefit

Syracuse University's Sport Venue and Event Management (SVEM) graduate program raised \$15,000 during its Orange Guardians Kickoff fundraiser to benefit Griffins Guardians on April 8, 2019, at Embassy Suites at Destiny USA in Syracuse. The event included more than 150 attendees, a dinner and reception, entertainment, silent auction, and guest speakers.



Monies raised will support Griffins Guardians, which provides financial assistance to families in Central New York that have a child battling cancer.

"It's through organizations like Griffin's Guardians that patients and their families receive the resources they need to fight this disease," said Syracuse University head football coach Dino Babers. "I commend the Sport Venue and Event Management program for organizing this event."

This event connected event management courses, including experiential learning opportunities and social responsibility, which are hallmarks of all academic programs across Syracuse University's Falk College. The execution of this event is part of the SVEM curriculum that requires students to organize an event to gain hands-on learning experience in the sports industry.

"Being involved in all steps of the event planning and management

process was a great way to learn and develop as industry professionals," said Sport Venue and Event Management graduate student Baylee Douglas '19. "Griffin's Guardians is such a deserving partner and we really cherished furthering their efforts in bringing awareness to pediatric cancer."

The students worked on the event as part of their SPM 665 Advanced Event Management class and SPM 635 Marketing Sport Venues and Events class. Students were responsible for all aspects of the event, including selecting the community partner, operations, marketing, hospitality, fundraising, and sponsorships.

"The students decided to plan a different event than what was done in previous years," said Dr. Gina Pauline, Sport Management associate professor and undergraduate director. "The result was the creation of a top-notch experience for attendees that included guest speakers, cancer survivors and athletes such as Rex Culpepper and Rob Long, specialty food, music, and an incredible keynote speaker. Falk College is proud of our graduate students for bringing awareness to pediatric cancer while helping to raise funds for this very worthy cause."



Syracuse University football coach Dino Babers (left) served as keynote speaker for the Orange Guardians Kickoff fundraiser on April 8. The event benefited Griffin's Guardians, which is named for Griffin Engle, who passed away from brain cancer in 2014. Babers is shown with Griffin's sister Grace, mother Erin, brother Everett, and father Adam.

## Advocating for inclusive facilities access

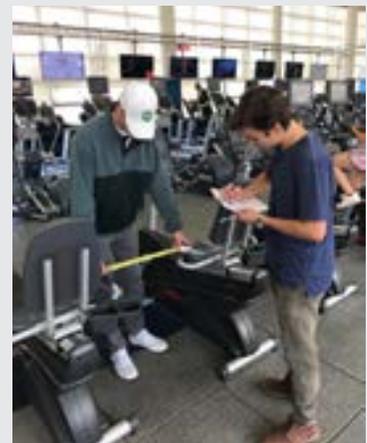
**To prepare students in the Venue Management course to advocate for inclusive facilities access as future sport venue and events professionals, assistant professor of sport management Dr. Jamie Kim incorporated "Inclusive U" training into her SPM 437 syllabus in Fall 2018.**

Twelve students took the 10-hour online training program offered by the Inclusive Recreation Resource Center, supported by the New York State Developmental Disabilities Planning Council (NYS DDPC). As part of the training, students used measurement tapes, door pressure gauge, and inclinometers to examine spaces, access, and equipment. After completion of the training to learn about accessibility and inclusive buildings, students were Certified Inclusivity Assessors and able to conduct inclusivity assessments.

"Inclusive access to public buildings is a civil right for people with disabilities, which should be better promoted and has a lot of room to improve," Kim said. "It is critical for students, as future venue managers, to acknowledge the importance of and understand the standards for inclusive access."

Students in the class found the certification process helpful.

"Through this class, I was met with a new sense of profound awareness about making public recreation areas and buildings accessible for all people of all ages no matter what circumstances they might have," said Sport Analytics major Sam Marteka '21.



During the training, students used measuring tapes, door pressure gauges, and inclinometers to examine spaces around SU's campus.

## European Olympic Odyssey highlights four countries in 19 days

Fourteen students from across the University and the Department of Sport Management, led by SPM assistant professor Dr. Jeeyoon Kim, traveled to Europe in May as part of SPM 357, a 19-day, four-country Olympic Odyssey trip.

The program began in London, where students experienced the impact of the 2012 Summer Games. From there, they traveled to Paris, birthplace of the modern Olympic movement and host of the 2024 Summer Games. The students visited the French Paralympics Committee and INSEP (the National Institute of Sport, Expertise, and Performance) as well as attended a PSG Ligue 1 match. Next, the group traveled to Lausanne,

Switzerland, to inspect the present-day “Olympic Capital” and headquarters of the International Olympic Committee (IOC) since 1915. Students met with IOC representatives from Television and Marketing Services, The Court of Arbitration for Sport, and the Olympic Studies Center. They also visited the Olympic Museum and tried archery at the World Archery Excellence Centre. The group then headed to Greece and toured the ancient facilities at Olympia, Delphi, and Marathon. The trip concluded in Athens, site of the 2004 Summer Games.

“This was the trip of a lifetime,” said sport management major Andrew Perodeau ’22. “Learning about the Olympics while touring four amazing countries is a rare opportunity that most people won’t experience. My eyes have been opened to a whole new world of job opportunities, with the IOC or even partner organizations and Olympic committees.”

The group also visited Wembley Stadium, the British Museum, Buckingham Palace, Eiffel Tower, Notre Dame, Alps,



Parthenon, and the New Acropolis Museum, among other sites.

Students spent the Spring 2019 semester learning about the Olympic Games as part of SPM 356 Olympic Sport Management. They kept a blog of the trip. Find it online at [spm357.blogspot.com](http://spm357.blogspot.com).



## ACC honors SPM student-athletes

Ten Syracuse University Sport Management student-athletes were named on the Atlantic Coast Conference Honor Roll for the 2018-19 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:

**Cody Conway**, football  
**Drina Domic**, soccer  
**Lindsay Eastwood**, ice hockey  
**Joey Eovaldi**, track and cross country  
**Josie Kiesel**, rowing  
**Alexandra Olnowich**, ice hockey  
**Sean Onwualu**, football  
**Tara Ryan**, rowing  
**Kristen Siermachesky**, ice hockey  
**Ryan Smith**, crew

## Syracuse Sport Business Conference set for Spring 2020

Syracuse University’s Department of Sport Management is planning the inaugural Syracuse Sports Business Conference for April 17, 2020. The conference, originally devised by Syracuse University students Evan Weinberg (Sport Management ’20), Benjamin Alon (Marketing Management and Finance ’21) and Ryan First (Economics ’20), looks to feature the latest trends and issues facing the sports industry. The conference will focus on the role of legalized sports betting and its evolving impact across the sporting landscape.

Planning for the conference began in the spring of 2019 with the goal of hosting a premier undergraduate-run sports business conference, featuring speaker panels, industry leaders and top professionals highlighting the latest trends and forecasting the future

of sport. The one-day event will look to attract industry professionals, academics and students across New York State with an interest and passion for the sport industry and the latest developments regarding sports wagering.

With the planning and organization of the event, SU students are earning real-world experience assuming leadership roles in planning the conference, securing speakers and presenters, developing marketing and communication plans, selling ticket and sponsorship packages, managing finances and organizing event logistics.

Visit [falk.syr.edu/sport-management](http://falk.syr.edu/sport-management) for more information as it becomes available, including the event date and location. Email questions to Kevin McNeill at [kjmccneil@syr.edu](mailto:kjmccneil@syr.edu) or call 315.443.1546.

## Experiencing Olympic history in Lake Placid

In February, undergraduate Sport Management students (as part of their SPM 356 Olympic Sport Management class) traveled to Lake Placid, accompanied by SPM assistant professor Dr. Jamie Kim and SPM associate teaching professor Pat Ryan. It was the 10th annual Winter Olympic Odyssey trip to Lake Placid for Sport Management.

The group stayed overnight at the United States Olympic Training Center where Olympic and Paralympic hopefuls were staying. Students also had a chance to play basketball and volleyball at the

Center, and learn about the management of Olympic venues from United States Olympic Committee operations manager Jared Steenberg.

“Being able to see first-hand where the Miracle on Ice happened was spectacular. Lake Placid is such a historic place in Olympic history, and I’m so glad I was able to go on the trip and learn so much about its history,” said sport management major Michael Feinberg ’19

Led by Lake Placid historian



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

“Witnessing the Olympic legacy in person and learning from Olympic experts is truly a valuable experience for the students,” Kim said. “This year’s trip was particularly special, as we visited Lake Placid on the anniversary of the ‘Miracle on Ice.’ It was a great chance to see how the Olympics can bring pride and social cohesion to the host country.”

## Former minor leaguers talk Business of Baseball

In November 2018, the Department of Sport Management hosted a panel discussion titled “The Business of Baseball” featuring former Minor League Baseball players Steve Bean and Nick Sinay as well as Marc DelPiano, a scout for the New York Yankees who also played two seasons of minor league baseball.

The panelists discussed opportunities in professional baseball operations, scouting, front office administration, and analytics. They also provided insight on how players progress through the minor league system, from signing a contract to agent relations, nutrition, and endorsement opportunities.

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



“It was a tremendous opportunity for our students to hear from these professionals who are knowledgeable in all aspects of the game, from a player perspective and from the business side,” said Meluni, who teaches sales, sponsorship and promotion, and managing the sport organization.

Bean was drafted by the St. Louis Cardinals in the first round of the 2012 MLB June Amateur Draft and played more than 300 games for five teams in the minor leagues. DelPiano, a scout for the New York Yankees, has also worked for the Pittsburgh and Miami Marlins. Sinay was drafted by Toronto in 2015 and played more than 175 games with three teams in the minor leagues.

DelPiano told the students, “You don’t have to be a former player to make a career in the baseball world, as determination and drive will keep you in the game as long as you want.”

## Senior honored by Michigan Sports Business Conference

Sport Management senior Brigid Daly '19 was named a 2018 BIG Initiative Award Winner by the Michigan Sports Business Conference, an honor presented to 10 high-achieving sport management students in the United States and Canada. BIG stands for "Build, Inspire, Grow."

Daly attended the prestigious conference on Oct. 19 in Ann Arbor, Mich. She heard from featured guest speakers and industry professionals such as Jeff Wilpon, chief operating officer for the New York Mets; DeMaurice Smith, executive director of the NFL Players Association; and Estee Portnoy, senior vice president of marketing for Live Nation.

"The panelists provided insight into where the sport industry is headed, and I am definitely more interested in eSports and analytics after hearing from them," said Daly, who is from Ellicott City, MD.

Launched in 2013, the BIG Initiative annually recognizes outstanding student leaders in sport business who have achieved an exceptional level of success. Each year, the MSBC



attracts top applicants from across the nation. Those receiving the honor are selected on the basis of demonstrated entrepreneurship, creativity, innovation and leadership. Nominees must be students with a passion for the sport industry that demonstrate a truly remarkable curriculum vitae.

"I was able to network with a lot of the speakers, Michigan sport management students and other BIG Initiative award winners," Daly said. "I was incredibly impressed by the other students at the conference and the connections I made with fellow students were most valuable."

Daly completed her senior capstone in Fall 2018 at Van Wagner Sports and Entertainment in New York City. She previously interned with the NFL, Inside Lacrosse and participated in a job-shadowing program with the Washington Wizards. Daly graduated Summa Cum Laude in May 2019 and has accepted a marketing coordinator position with Anheuser-Busch in St. Louis.

## Vibrant Orange spirit brought transfer student to Syracuse

"Whether grabbing pizza at Varsity on Marshall Street, studying in Bird Library or sitting in class, everywhere you look you see others wearing orange, the color of their beloved University. This is why I love 'Cuse," said Sport Management major Alec Bieber '19.

Bieber is from Scarsdale, just north of New York City. Following his mother's lead, a Syracuse alumna of the Class of 1988, he grew up visiting campus to cheer on the Orange in the Carrier Dome every winter.

But Bieber didn't start his college career at Syracuse. After spending his freshman year at another university, undecided about his major, the undeniable school spirit at Syracuse University captured his attention. "Not being at SU my freshman year simply felt wrong," he says. "I visited campus and knew right away that Syracuse was the place I needed to spend my next three years. Just walking around, with every other student wearing orange, made me realize how proud people are of the University."

It was at Syracuse that Bieber, an avid sports fan, discovered the Sport Management major in Falk College. "I could find no better major for me to combine my passion of sports and my ultimate career goals and aspirations." He was accepted into the program and transferred to Syracuse University in 2016.

In the Fall of 2018, Bieber completed his senior capstone with Lagardere Sports and Entertainment in New York City, as a strategic consulting intern for Lagardere Plus. He previously interned at Morgan Stanley and MLB Advanced Media in the E-Commerce department.

Even when he's far from campus, Bieber feels supported by Sport Management faculty and staff, including internship placement coordinator Francesco Rivero. "The advisors are all easy to contact, talk to and are always looking out for their students. From day one, Francesco helped me find internships and get involved," Bieber said.

In Falk College, every major has dedicated internship coordinators to connect students to opportunities regionally and internationally. "Whether it is emailing about postings, checking over cover letters or resumes, or just giving advice for phone or video interviews, the advising staff has been phenomenal," Bieber said.

Bieber, who graduated from Syracuse in May 2019, also earned a minor in public communications studies, and hopes to head his own sport talent agency or sport media company in the future.



Sport Management major Alec Bieber '19 (left), who transferred to Syracuse University in 2016, is shown with former New York Mets first baseman Keith Hernandez at Citi Field in Fall 2018.

## SPM guest speakers 2018-19



David Coletti



Jason Smorol



Brad Horn



Lynn Steenberg



Kevin Rochlitz

**Marc Albert**, assistant manager of theater operation, OnCenter

**Lindsay Amstutz**, senior vice president/general manager, Fox Sports West

**Steve Bean**, former Minor League Baseball player

**Jill Bodensteiner**, athletic director, Saint Joseph's University

**Brent Braden**, Nike College Sports Marketing

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

**Leo Cardenas**, senior manager of inside sales, Harris Blitzer Sports and Entertainment

**Jay Canell**, managing director and portfolio manager, J.P. Morgan Securities

**Neil Canell**, managing director and portfolio manager, J.P. Morgan Securities

**Andrew Cohn**, director of marketing solutions, Advantage.

**David Coletti**, vice president of media intelligence, ESPN

**Marc Delpiano**, scout, New York Yankees.

**Howard Deneroff**, executive vice president, Westwood One

**Kristen Denick**, director of ticket sales and retention, Syracuse Crunch

**Elizabeth Dulillo-Brown**, senior vice president, of marketing and communications, Little League

**Emily Dumas**, membership experience account executive, Phoenix Suns

**Erin Engle**, president and founder, Griffins Guardians

**David B. Falk**, college benefactor and founder, FAME

**Luis Guilamo**, director of analytics, Buffalo Bills

**Mike Gursha**, chairman and CEO, Rookie Road

**Brett Hammond**, executive vice president of sales for the Americas, Catapult Sports

**Brad Horn**, professor of practice public relations, Newhouse, Syracuse University

**Aaron Hugo**, owner, Pinckney Hugo Group

**Lawrence Hryb**, director of programming, Xbox Live

**Peri Karlioglu**, senior marketing coordinator, NASCAR Foundation

**Alex Kline**, operations assistant, New Orleans Pelicans Basketball

**Jordan Leatherman**, senior account executive, Multicultural Development at NASCAR

**Kevin Leveille**, brand & event director, Summit Lacrosse Ventures, LLC

**Andrea Marino**, senior manager of corporate activation and marketing, Syracuse Crunch

**Bill McConnell**, president/manager, Cortland Crush Baseball

**Ian McFate**, division manager of premium services, Aramark

**Rosemarie Nelson**, president, Mountain Goat Run

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

**Michael Patent**, founder, Culture Group

**Andy Pregler**, operations producer, Topps, Inc.

**Jason Riddell**, senior sports scientist, EDGE 10

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

**Joe Rosen**, lawyer, founder and managing member, Brown & Rosen; attorney, principal agent, Icon Sports Boston

**Dominick Sabatino**, Northeast Region senior sales manager, PepsiCo. Foodservice

**Jim Sarosy**, chief operating officer, Syracuse Crunch

**Paul Schoeneck**, designer and fabricator, Kick's Clothing

**Jon Shepherd**, co-founder/director, Australian Sports Commission

**Mikko Simon**, chief operating officer, POINT 3 Basketball

**Nick Sinay**, former Minor League Baseball player, real estate agent, Hunt Realty

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

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

**Eric Stensland**, manager of integrated marketing, Dunkin'

**Scott Sugar**, director of physical education and athletics, Fayetteville-Manlius School District

**Brittney Sykes**, WNBA's Atlanta Dream

**Micah Tannenbaum**, associate digital manager, NBA

**Jason Thomas**, associate general manager, IMG

**Mark Trumbo**, student-athlete engagement coordinator, Syracuse University Athletics

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

**Troy Waffner**, director, New York State Fair

**Cheryl Wells**, Empower

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

**Mary Wilson**, Empower FCU

**Adam Winslow**, general manager, Auburn Doubledays

### VIA SKYPE:

**Alexandria Anneheim**, manager of inside sales, Charlotte Hornets

**Brian Carroll**, senior vice president, LPGA Tour

**Jeremy Darlow**, brand consult and author

**Drew Esocoff**, executive producer, NBC Sunday Night Football

**Buffy Filippell**, president, TeamWork Online

**Dr. Karen Freberg**, associate professor of strategic communication, University of Louisville

**Fred Gaudelli**, executive producer, NBC Sunday Night Football

**Erin Lewis**, senior group sales, Boston Celtics

**Michael Mariano**, senior director of research and analysis, Wasserman

**Monte McNair**, assistant general manager, Houston Rockets

**Jiyeon Oh**, chief marketing officer, Korean Olympic Committee

**Laurie Orlando**, senior vice president for talent development, CBS

**Seth Partnow**, director of basketball research, Milwaukee Bucks

**Matt Perez**, group director, Octagon

**Mariana Quintanilla**, organization committee, Peru PanAmerican Games 2019

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

**Andrew Sidney**, manager of group tickets and inside sales, Houston Rockets

**Jonathan Stahler**, associate attorney, Kenner & Imperato PLLC

**David Tyree**, director of player engagement, New York Giants

**Sam Walker**, author

**Pete Ward**, chief operating officer, Indianapolis Colts

**Alex Wood**, product manager, Teamwork Online

## ADVISORY COUNCIL



**Chair**

**Brandon Steiner** served as founder and chairman of Steiner Sports Marketing and Memorabilia for more than 30 years. Considered a sports marketing guru, Steiner served as Falk College's Convocation speaker in May 2019. He's the author of three books, and received Syracuse University's highest alumni honor, The Arents Award, in October 2015.



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



**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.



**Chair Emeritus**

**David Falk** is the founder and CEO of 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.



**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 currently consults on business and marketing strategies for a wide range of clients.



**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. Prior to CNA, Harris worked for five years at the PGA Tour as a Tournament Services Coordinator and Manager at the WGC-Cadillac Championship in Miami, Florida.



**Ronald Bernard** has over 35 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.



**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.



**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.



**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.



**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.



**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.



**Nicholas Carparelli Jr.** has worked as senior director of sports marketing 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.



**Shawn Garrity** is the founder and chief executive officer for Circle TPR, a guest experience production agency founded in 2013. 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.



**David Kleinhandler**, an SU graduate, is president and founder of New Venture Financial Wellness and has been an entrepreneur for over 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.



**Chris 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 (IRGSE). He has worked in the global sports and entertainment landscape for more than 20 years.



**David Levy**, an SU graduate, spent the last 30 years working in television. He served as president of Turner for the past six years before leaving in early 2019. He led the company's advertising sales, affiliate sales, and sports units.



**Deidra Maddock** 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. Previously, she worked for Comcast, Discovery Channel and Ogilvy & Mather.



**Sandy Montag** is chief executive officer of The Montag Group, a talent management, consulting, content development and media strategy company focused in the world of sports, entertainment and lifestyle. Prior to that, Montag spent 30 years at IMG. He also developed and is chief operating officer of Ari Fleischer 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 creative brand partnerships and innovative brand strategies in the U.S. and Asia. Prior to founding Culture Group, Patent 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.



**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 (now Learfield IMG College), with roles in sales strategy and operations, as well as partnership marketing.



**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, he served as president of Pinnacle Housing Group, which focuses on the development of quality, affordable housing in South Florida. Wohl is an SU graduate.

## To our SPM alumni,

Thank you for filling out our recent survey, allowing us to include you in the pages that follow. If you didn't receive the survey via email, or if the information included here is inaccurate, please send your information to [records@syr.edu](mailto:records@syr.edu) to be sure Syracuse University has your current information.

There's never been a more exciting time for students and alumni in the Sport Management Department. Between on-campus events like SPM Alumni in #SportsBiz to hosting students in the workplace during S.P.M. Week, opportunities to engage with our Orange alums continue to evolve.

Here are some dates to save so you can join us in 2019-2020:

- **October 18, 2019:** SPM Alumni in #SportsBiz [Now We're the Pros]
- **December 2019:** 15th Annual Charity Sports Auction
- **January 6-10, 2020:** S.P.M. Week (Students and Professionals Meet)

We are so appreciative of your willingness to give back through donations for the annual charity sports auction, your time on the phone or in person during informational interviews, guest lecturing in our classes, hosting students at your office, or becoming a Capstone site supervisor. We wouldn't be as special as we have grown to be without all of YOU.

To keep up to date on all SPM news and events, visit [falk.syr.edu/sport-management](http://falk.syr.edu/sport-management).

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

For job postings, visit <https://www.linkedin.com/groups/5117648/>.

Want to get involved? Contact me at 315.443.7418 or [nfimbrog@syr.edu](mailto:nfimbrog@syr.edu). We love to hear from our alumni!

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

NAME	EMPLOYER	TITLE
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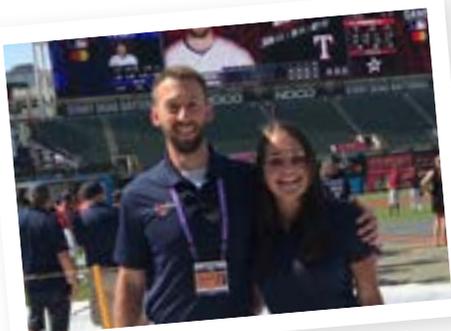
### SPORT MANAGEMENT

#### CLASS OF 2008

Blanchette, Jason	Boston College	Senior Associate Director of Marketing
Cost, Nicole (Imbrogno)	Syracuse University	Sport Management Internship Coordinator
Fernandez, Emmanuel	ACE Programs	Senior Job Developer
Fischer, Lauren	The Willows Community School	Classroom Teacher
Friedman, Julie (Nemeroff)	National Basketball Association	Senior Manager

NAME	EMPLOYER	TITLE
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Harrington, Kelly	Droga5	Business Development Director
Hayes, Mark	Syracuse Crunch	Vice President of Revenue Development
McFate, Ian	Aramark Sports and Entertainment at Citizens Bank Park	Division Manager, Premium Services
Miller, Casey	Grabyo	Director, Partnerships and Channel Sales
Peetoom, Brad	Lhoist North America Ltd.	Sales and Logistics Manager
Petrino, Jeff	WarnerMedia Sports	Director
Ross, Michael	Atlanta Falcons	Eastern Regional Scout



Matt Gay, 2009, and Olivia Lavelle, 2019, at the 2019 MLB All-Star Game



Tom Brewster, 2010, Kevin Stone, 2010, Allison Langeven, 2012, Justin Brown, SVEM 2015, Matt Reynolds, 2010, and Chrissy Leach, 2010



Ashley Robbins, 2011

### Come back to 'Cuse!

Sport Management is hosting its third annual "SPM 205: 2.0 - SPM Alumni in #SportsBiz [Now We're the Pros]" on campus on Friday, October 18, 2019. The day kicks off with a noon luncheon for alumni hosted by SPM director Michael Veley, followed by keynote speaker Kelly Downing, alumni panel sessions, and networking with current students. The SU football team then takes on Pittsburgh at 7 p.m. at the Carrier Dome. Please join us for a day of professional development and cheering on the Orange. For more information or to participate in the event, contact SPM Internship Placement Coordinator Nicole Cost at [nfimbrog@syr.edu](mailto:nfimbrog@syr.edu) or 315.443.7418.

# ALUMNI

NAME	EMPLOYER	TITLE
Shur, Steven	Giordano, Halleran and Ciesla, P.C.	Attorney
Silverman, Jake	University of Pennsylvania	Associate Athletic Director
Smith, Lauren	Wayfair	Manager, Learning and Development
Stanmyre, Jackie (Friedman)	Rutgers University School of Social Work	Teaching Instructor/ Program Coordinator
Suskind, Alex	Entertainment Weekly	Senior Editor, Music
Taubin, Ian	LoyalT Strategies	Principal Consultant

## CLASS OF 2009

Campbell, Lindsey	The DeBerry Group	Public Relations and Crisis Lead
Freiberg, Jina Song	Public Welfare Foundation	Grants Manager
Galvin, John	D.W. Clark, Inc.	Operations and Production Control
Gay, Matt	Cleveland Indians	Senior Account Executive, Corporate Partnerships
Guha, Saurab	Lazard	Investment Banker
Harrington, Kelly	Droga5	Business Development Director
Intrater, Evan	Lyft	Senior Tech Recruiter
Juhas, Michael	Digital Remedy	Executive Vice President of Client Services
Levenson, Samantha (Berschler)	FanDuel	Talent Acquisition
Maljovec, Jordan Rosen	Law Office of Jordan Rosen Maljovec	Attorney at Law Co-Owner at Trough Juice Bar
Martin, Nick	McLaren Racing	Group Partnership Development Director
Mountford, Thornton	SeatGeek	Manager, Revenue Operations
Perry, Matthew	ServiceNow	Manager, Global Sales Development
Szklany, Greg	American Dairy Association North East	Public Relations Specialist
Van Hoff, Ashley	McDermott Will and Emery	Attorney

## CLASS OF 2010

Abramson, Andrew	Riviera Partners	Director
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NAME	EMPLOYER	TITLE
Alken, Mark	CBS Sports	Digital Archivist
Bassewitz, Michael	Paragon Marketing Group	Account Executive
Brantman, Ashley (Neiman)	Intersport	Group Account Director
Brewster, Tom	Boston Bruins/Delaware North	Communications Manager
Bubier, Rachel	Houston Astros	Coordinator, Community Relations, Astros Foundation
Cohn, Andrew	Deloitte	Manager, Sponsorship Activation
Elken, Erik	ABC-7 El Paso	Primetime Anchor
Gorsky, Jason	MongoDB	Senior Technical Recruiter
Kravec, Mike	Feld Entertainment	Tour Manager
Langlais, Nicole (Merrit)	Big Noise Live	Director, Brand Partnerships
Leach, Chrissy (Cronin)	Boston Celtics	Senior Manager, Group Sales
Levy, Joshua	WME	Agent
Lewis, Josh	Storelli	Marketing Storelli
Mahaffy, Brandon	Genius Sports	Senior Project Manager
Masri, Lena (Dubensky)	The Right Step	Development Director
May-West, Eileen (Finn)	Wasatch Adaptive Sports	Program Director
Miksitz, Alyson	Zurich	Underwriter
Persoff, Joey	Baker and Hostetler LLP	Associate Attorney
Piken, Jonathan	Prudential Financial	Process Management Specialist
Posser, Erick	Stash	Senior Legal Counsel
Prinsell, Jon	Hamilton Tiger-Cats and Forge FC	director of business intelligence and data analytics
Reynolds, Matt	Boston Celtics	Video Coordinator
Saxena, Aneesh	Wayfair	Senior Manager
Shreve, Michael	MDS and Associates	Manufacturer's Representative
Siegal-Eisman, Zach	Artist Network Management	Junior Manager
Sotiropulos, Chris	Oakland Raiders	Senior Director, Stadium Development and Operations



Julie Rising, SVEM 2014



Chris Robinson, 2015



Jenna Harmer, 2015

# ALUMNI

NAME	EMPLOYER	TITLE
Spicer-Lloyd, Ashley	U.S. Money Reserve	Operations Project Manager
Staton, Sam	Northern California Golf Association	Director, Events and Travel
Stone, Kevin	Boston Bruins and TD Garden	Ticket Sales Manager
Taylor, Gordie	Implus	Category Manager
Watson, Matt	Glover, Young, Hammack, Walton and Simmons, PLLC	Partner
Wood, Sam	PuckAgency	Client Representative
Young, Tyler	Braze	Director, People Enablement

## CLASS OF 2011

Aponte, Adriel	Robert Half	Assistant Vice President of Software and Application Development
Baldassarre, Adam	SME Live Nation	Vice President, Entertainment and Speakers
Bleaken, Alyssa (Burkgren)	Cornell University	Financial Services Representative
Bourque, Basil	Visa Inc.	Director, AML/CTF Compliance
Carroll, Sarah (Tepper)	Small Shindigs	Owner
Cooper, Jordan	Andela	Account Manager
DePoint, Devin	Datto, Inc.	Product Manager
Fair, Shantel	City of Jersey City	Youth Engagement Coordinator
Heinen, Devon	New Statesman	Freelance Journalist
Hucal, Julian	EY	Engagement Manager, Data and Analytics
Letterii, Marie	SUNY Orange County Community College	Associate Director of Admission
Meyer, Brian	Endeavor	Senior Account Manager
Reagan, Katie Lyn (Cierzynski)	G&G Outfitters	Director of Accounts
Robbins, Ashley	UMass Lowell	Director of Athletic Communications
Salvan, Morgan	NYU Leonard N. Stern School of Business	MBA Candidate

NAME	EMPLOYER	TITLE
Sharkey, Brian	Indeed.com	Account Manager
Shimrat, Alexander	PromoShop	Account Manager
Woltz, Brett	ROAR Digital	Partnerships Manager
Yeremian, Zack	Integrated Digital Strategies	Chief Operations Officer

## CLASS OF 2012

Bongrazio, Caitlin (Kalinowski)	Walt Disney World	Recreation Guest Experience Manager
Cohen, Matthew	Riddle and Bloom	Account Supervisor
Czys, Danielle	DraftKings, Inc.	Events Specialist
Davidson, Bryan	Authentic Brands Group	Counsel, Business and Legal Affairs
Edwards, Jennifer	Kroenke Sports and Entertainment	Senior Account Manager, Partnership Activation
Hochberg, Sam	Oracle	Technology Sales Executive, National Accounts
Holden, Sarah	Fleet Feet, Inc.	Human Resources Business Partner
Irvin, Zuri	Blue Duck Media	Producer
Lazare, Zach	The Madison Square Garden Co.	Director, Account Management
Nightingale, Josh	Kraft Analytics Group	Analyst
Norowski, Ben	New York Red Bulls	Youth Soccer Sales Supervisor
Prisco, Anthony	SIDARM Sports	Support Specialist/Account Manager
Proctor, Brian	Special Care Systems	Sales Executive
Resavy, Nick	Northeast Elite Basketball	Co-Founder/Head of Basketball
Tischler, Michael	Comcast	Facilities Amenities Manager
Valente, Tiffer	Beat The Bomb	Chief Operating Officer

## CLASS OF 2013

Abrams, Jesse	Harris Blitzer Sports and Entertainment	Senior Manager
Alexander, George	Jared the Galleria of Jewelry	Certified Diamondologist/Jewelry Specialist
Altavilla, Drew	University of Texas at San Antonio	Director of Facilities and Event Operations



Tyler Wasserman, 2013, Michael Veley, and Chris Henderson, 2018



Paige Feldman, 2014, Tommy Matschiner, 2014, Steve Kozar, 2014, and Zach Lazare, 2012



Francesca Ranieri, 2017

# ALUMNI

NAME	EMPLOYER	TITLE
Berkowitz, Jake	Monumental Sports and Entertainment	Event Manager
Berman, Danielle	DB Consulting Firm, LLC	Founder and Chief Executive Officer
Boepple, Ryan	University of Colorado	Law Student
Bruno, Nicole (Salzman)	CSM Sports and Entertainment	Senior Account Manager, Consulting
Costello, Sarah	Tampa Bay Lightning	Lightning Foundation and Community Events Manager
Davidson, P.J.	New York Yankees	Assistant Manager, Group Sales and Service
Firestone, Evan	Boston Private Wealth	Operations Specialist
Geant, Jim	New York Road Runners	Senior Manager, Business Development and Strategic Partnerships
Harris, Charma	CNA Corporation	Talent Acquisition Associate
Jacobino, Jonathan	Dow Jones	Senior Associate
Linowes, Rayna	Spartan Race, Inc.	Procurement and Planning Manager
McWhirter, Ian	MKTG	Client Director
Noel, Taylor	Bain and Company	Executive Assistant
Pannucci, Lizzy	Princeton University	Manager of Intercollegiate Programming
Reuben, Jeffrey	Access Sports Media	Accounts Director
Rudy, Aaron	Tulane University Athletics Department	Associate Director of Marketing and Promotions
Ruiz, Carlos	Major League Baseball	Senior Digital Producer
Samost, Matthew	Tampa Bay Sports and Entertainment	Vice President of New Ventures
Voelker, Alvaro	Octagon	Account Manager
Wallace, Logan	Head-Royce School	Teacher

## CLASS OF 2014

Ackah, Rich	Disney/ABC Television Group	Sales Planner
Andre, Matthew	Universal Tennis	Account Executive
Ashe, Matthew	Octagon	Account Manager
Ayres, Allie	U.S. Olympic and Paralympic Properties	Coordinator, Partnership Marketing
Corasaniti, Peter	Syracuse University Athletics Department	Director of Men's Basketball Operations
DiDonato, Andrew	SportsEngine	Support Team Lead
Dragona, Anthony	National Basketball Association	Global Events
Gilroy, Molly	MiQ	Trader
Greenfield, Brett	Feiner Wolfson LLC	Attorney
Haggerty, Kylee	Bike New York	Associate Director of Events
Jacobson, Max	Home Team Sports, a Division of Fox Sports	Account Executive

NAME	EMPLOYER	TITLE
Johnson, Mina	Seneca Park Zoo Society	Communications Coordinator
Kim, Sunghwan	ESL Gaming	Junior Account Executive, Brand Partnerships
Kozar, Steven	CSM	Senior Account Manager
Lee, Mari	Octagon	Account Manager, Events and Experiences
Lerner, Charles J.	Tao Group	Engagement Coordinator
Lewis, Marcel	IBM	Server Sales Specialist
Lyons, Courtney	New York Road Runners	Coordinator, NYRR Run for the Future
Mankowski, Meg	Scout Sports and Entertainment	Event Manager
Matschiner, Thomas	JPMorgan Chase and Co.	Sports and Entertainment Marketing Associate
Morel, Javier	SmartAsset	Account Manager
Murray, Robert	PepsiCo	Associate Manager, Global Procurement
Pagano, Matthew	Net Natives	Account Manager
Peterson, Eric	ADP	Senior Recruiter
Philipson, Jeremy	FanDuel	Software Engineer
Ross, Andrew	Florida Tropics Soccer Club	General Manager
Schotz, Zach	Bodyarmor	Social Media Associate Manager
Shapiro, Ben	Washington Speakers Bureau	Account Executive
Solomon, Ian	Octagon	Account Manager
Sperino, David	PGA Tour	Tournament Operations Manager
Steverson, Jennifer	NBCUniversal	Manager, Agency Partnerships
Stranskey, Jan	Accenture	Senior Client Sales and Support Analyst
Wasserman, Tyler	National Basketball Association	Salary Cap Analyst
Wentzell, Jack	Atlanta Hawks and State Farm Arena	Manager, Conversion Operations
Wilson, John Vincent	Churchill School	Teaching Assistant, Mathematics

## CLASS OF 2015

Ackerman, Gregory	Arizona Diamondbacks	Analyst
Agresto, Kevin	FanDuel	Customer Relationship Manager/Retention Marketing Specialist
Albright, Zachary	JP Morgan	Associate
Allam, Joseph	ZS	Recruiter
Amantia, Nico	Scout Sports and Entertainment	Account Executive
Baren, Shaan	LourdMurray	Associate Wealth Manager
Barrie, Fergus	Nike	Brand Specialist
Beck, Michael	Advantage	Senior Account Executive

# ALUMNI

NAME	EMPLOYER	TITLE
Burke, Regina	Eastern Foundry	Chief of Staff
Bynum, Keara	The Madison Square Garden Company	Operations Coordinator, Suite Sales and Services
Caporizzo, Carly (Raimo)	Phoenix Marketing International	Director, Sample Operations
Carr, Kelly	Sidley Austin	Attorney
Del Guercio, Brooke	Major League Baseball	Senior Coordinator of Sponsorship
DiDonato, James	CSM	Account Manager
Eklund, Haley	MKTG	Manager, Sponsorship Strategy and Activation
Filippi, Matt	Ballengue Group	Analyst
Frederick, Conor	Bitly	Account Executive
Gorman, Dan	United Solutions LLC	Business Analyst
Harmer, Jenna	United States Golf Association	Championship Coordinator
Hill, Kevin	The Aspire Group at University of Maryland Athletics	Manager, Service and Retention
Kevy, Scott	Momentum Worldwide	Senior Account Executive
Kopitz, Sandor	Boston Red Sox	Sales Academy Manager
Laifer, Harrison	BSE Global	Manager, Global Merchandising and Branding
Liemer, Colby	Scout Sports and Entertainment	Account Executive
Low, Matthew	BBDO Worldwide	Senior Copywriter
McAlmont, Sydney	Policygenius	Case Management Associate
Rechler, Benjamin	Sports Professional Management	Partner and Intermediary
Robinson, Chris	Brooklyn Nets	Basketball Operations Assistant
Rose, Matthew	CSM LeadDog	Manager, Creative Strategy
Ruben, Kate	The Montag Group	Chief of Staff and Director of Brand Development
Schaeffer, Jay	UCLA	MBA Student
Skwiersky, David	Marks Paneth	Audit Intern
Stevenson, Austin	Global Eagle	Campaign Manager

NAME	EMPLOYER	TITLE
Tavernier, Alex	Genius Sports	Business Development Manager
Thweatt, Kyle	The NASCAR Foundation	Senior Programs Coordinator
Williams, Delana	D&D Lawgical Solutions, LLC	Co-Founder; Consultant
Wohlfarth, Derek	YHW Management Services	Accounting Supervisor
Wood, Alyssa	MKTG	Manager, Sponsorship Strategy and Activation

## CLASS OF 2016

Bengis, Julie	Smile Train	Associate, Team Empower
Biggins, Elijah	Bleacher Report	Integrated Marketing Strategist
Billitier, Hailey	fuboTV	Content Coordinator
Bocianski, Jakob	Ogilvy	Account Executive
Brenner, Jayson	Tough Mudder	Account Executive
Cantwell-Papale, Gabriella	Philadelphia 76ers	Manager, Game Presentation
Carlson, Tim	Diligent	Sales Development Representative
Regan, Sky	Los Angeles Clippers	Account Executive, Group Sales
Cohn, Caitlin	ESPN	Corporate Citizenship Coordinator
Cummings, Martin	Active International	Media Assistant
Daniels, Jessica	Make-A-Wish New Jersey	Program Services Assistant
Doskow, Sydney	Overtime	Account Manager
Feinman, Danny	Oracle	Business Development Consultant
Freedman, Ben	Beyond Sport	Project Coordinator
Garofalo, Jeffrey	United States Basketball Academy	Head Coach
Gomolka, Jacob	Bucknell University Athletics	Coordinator of Game Operations
Hamill, Robbie	Learfield-IMG College	Partner Services Coordinator
Hirschberg, Dean	Multipet International	Sales and Marketing Manager



Dan Gorman, 2015



Emily Dumas, SVEM 2015



Sky Regan, 2016

# ALUMNI

NAME	EMPLOYER	TITLE
Howe-Lubowich, Hannah	UNICEF USA	Integrated and Sports Partnerships Associate
Johnson, Blake	Atlanta Hawks Basketball Club	Senior Coordinator, Community Basketball Programs
Karslioglu, Peri	National Geographic	Marketing Specialist
Koepfel, Max	Koepfel Rosen LLC	Director of Leasing
Larosche, Jacob	Los Angeles Rams	Seasonal Operations Intern
Losak, Jeremy	Syracuse University	Assistant Professor, Sport Analytics
Lynn, Cameron	Army Historical Foundation	Digital Communications and Product Manager
Moriarty, Jack	Steiner Sports	Account Executive, Corporate Marketing
Rafferty, Hannah (Visnosky)	Event Strategy Group	Event Coordinator
Rosen, Jacob	Game Seven Marketing	Account Manager
Rosenwald, Ben	BSE Global	Senior Research Analyst
Sadat-Tehrani, Tara	Coldwell Banker Richard Ellis (CBRE)	Client Services Coordinator
Sanford, Hanna	Austen Everett Foundation	Program Director
Schneider, Jonathan	Leverage Agency	Account Supervisor
Sherfey, Sam	Baltimore T-Shirt Company	Operations Coordinator
Sparks, Jacquelyn	CSM LeadDog	Account Coordinator
Spector, Sam	Prudential Center	Premium Partnerships
Tillotson, Jordan	The Hoop Group	Vice President of Operations
White, Marcus	NBC Sports Bay Area	Writer/Web Producer
<b>CLASS OF 2017</b>		
Avigdor, Harrison	National Basketball Association	Coordinator, USA Basketball
Brennan, Christina	Premier Management Group / CelebExperts	Vice President of New Business Development
Diaz, Mateo	Seton Hall School of Law	J.D. Candidate
Ellman, Matt	NBCUniversal	Sales Planner
Feola, Joseph	AEG	Data Analyst
Friedman, Samuel	Uber	Account Representative
Grassadonia, Meghan	Excel Sports Management	Marketing Coordinator
Greenstein, Emily	Reprise Digital	Associate
Grotenstein, Joshua	Namely	Sales Development Representative
Hoyle, Madeline	Watertown Rapids	Assistant General Manager
Kassoff, Jared	KeyBanc Capital Markets	Institutional Equity Sales
Larsen, Erika	Ironman	Senior Coordinator, Athlete Services
Linabury, Samuel	Prolific 1	Business Development Associate
Luna, Marcos	Legends Hospitality/Dallas Cowboys	Special Event Coordinator

NAME	EMPLOYER	TITLE
Maizes, Jeffrey	Syracuse University College of Law	Law Student
McDonald, Zach	Indianapolis Indians	Community Relations Coordinator
McGrory, Reid	TracyLocke	Account Executive
McHale, Casey	Merry Go Round Playhouse	Ticket Sales Representative
Miller, Mallory	Fencers Club	Programs Director
Milliken, Pierce	Legends	Premium Sales Consultant
Mizruchi, Mikayla	American Lung Association	Administrative Assistant
Montferret, Nick	Air Force Academy Athletic Corporation	Assistant Director of Marketing
O'Brien, Dan	UMass	Director of Football Operations
Pongetti, Rebecca	Under Armour	Coordinator, Brand Marketing
Ranieri, Francesca	NHL	Executive Assistant
Reese, Kevin	Momentum Worldwide	Account Executive
Rice, Jordan	National Sports Forum	Marketing and Communications Manager
Romansky, Matt	Optimum Sports	Assistant Negotiator
Rosenhaus, Talia	BSE Global	Coordinator, Global Partnership Strategy
Rotondo, Michael	AEG - Nassau Coliseum	Box Office Manager
Rouso, Eli	The Madison Square Garden Co.	Tickets, Suites and Hospitality
Schwartzman, Joshua	MKTG	Consulting Trainee
Serra, Paige	MacWilliams Law PC	Summer Associate
Sewerin, Oskar	Generation Pep	Communication and Event Manager
Shea, Alex	Radegen Sports Management	Manager, Client Marketing
Shelmidine, Marcus	Syracuse University Athletics	Women's Basketball Video Coordinator
Trust, Bradley	Paint Applicators Corporation of America	Assistant Operations Analyst
Tumminia, Sara	Van Wagner Sports and Entertainment	Production Coordinator
Twomey, Nick	Chime Sports Marketing	Senior Account Coordinator
Vest, Jason	New York Islanders	Account Manager, Member Services
Weinberg, Joey	Havas Media	Junior Data Analyst (Universal Music Group)
Weisman, Samantha	Momentum Worldwide	Account Executive
<b>CLASS OF 2018</b>		
Beach, Cobie	Mach 2 Management	Event Marketing Specialist
Bongiorno, Joseph	New York Yankees	Associate, Ticket Services and Strategy
Castro, Destiny Amberlyn	New York City Football Club	Ticket Sales Coordinator

# ALUMNI

NAME	EMPLOYER	TITLE
Essaghof, Joy	Legends	Business Development Analyst
Harlow, Justin	Syracuse University Athletics	Account Executive
Henderson, Chris	National Basketball Association	Coordinator, Marketing Partnerships, 2K League
Jordan, Lorenzo	Looker	Business Development and Analytics
Kent, Jeff	Vermont Lake Monsters	Director of Marketing and In-Game Entertainment
Kilmeade, Bryan	XFL	Football Operations Coordinator
Kropp, Benjamin	The Aspire Group	New Business Consultant
Lagerweij, Elise	Fenway Sports Management	Special Events Associate
Leihner, Sydney	United States Peace Corps	Volunteer
Lynch, Billy	Toast	Business Development Representative
Marciello, Stephen	Sports Info Solutions	Baseball Video Scout
Morano, Caroline	Thuzio	Account Manager
Moskowitz, Ari	The Drone Racing League	Partnerships and Business Development
Newsome, Elijah	Florida State University	Graduate Student
O'Connor, Danny	Premier Partnerships	Analyst, Consulting and Valuation
Peters, Christopher	The Madison Square Garden Co.	Account Executive
Potolski, Matt	NBC Sports Group	Communications Coordinator
Prescott-Moore, Da'sha	Georgia State University	Graduate Student
Prisco, Matt	Namogoo	E-commerce Specialist
Ross, Gabriel	360Learning	Learning Advisor
Rossetti, Ben	NBCUniversal	Account Services Representative
Rubenstein, Benjamin	Lime	Brand Community Team
Rubin, Paulina	CSM Sports and Entertainment	Account Coordinator
Ryback, Austin	BSE Global	Account Coordinator, Sponsorship Sales (Long Island Nets)
Shaiman, Ben	The Strategic Agency	Junior Account Executive

NAME	EMPLOYER	TITLE
Van Loon, Matthew	Digital Remedy	Media Buyer
Weiss, Eric	DraftKings	Customer Experience Associate
Wood, Alex	TeamWork Online	Product Manager
Wyszczanski, Sydney	Major League Lacrosse	Operations Coordinator

## CLASS OF 2019

Alechammas, Zach	Ogilvy	Client Financial Analyst
Banner, Jonathan	NFL Films	Production Assistant
Basile, Nico	New York Yankees	Junior Sales Associate
Becker, Evan	AEG	Inside Sales Representative
Belby, Shaun	Syracuse University	Sport Venue and Event Management Graduate Student
Bisson, Rebecca	New York Mets	Inside Sales Representative
Bitsimis, Jake	Professional Sports Publications	Ad Sales Representative
Breitenmoser, Jan	Football Club Wil 1900	Sporting Coordinator
Burke, Caitlin	MKTG	Hospitality Trainee
Conway, Cody	Tennessee Titans	Undrafted Free Agent Contract
Cornelius, Aaron	POINT 3 Basketball	Operations Assistant
Custis, Jamal	Kansas City Chiefs	Undrafted Free Agent
D'Aversa, Lucas	New York Yankees	Junior Sales Associate
Daly, Bridgid	Anheuser-Busch	Influencer Marketing Coordinator
de la Fuente, Anthony	CSM Sports and Entertainment	Account Coordinator
Delabruere, Jonathan	Kroenke Sports and Entertainment	Inside Sales Representative
Domic, Drina	National Basketball Association	Business Intelligence Analyst
Duerr, Hannah	U. S. Soccer Federation	Referee Operations Coordinator
Eckenrod, Marc	Super Fan Sports Fundraising	Business Strategist
Feinberg, Michael	ESPN	Programming Coordinator
Gold, Nicholas	Syracuse University	Executive Assistant - Greenberg House (D.C.)
Goldberger, James	New York Law School	Law Student



Julie Bengis, 2016, and Erika Larsen, 2017



Jordan Rice, 2017



Jack Wentzell, 2014

# ALUMNI

NAME	EMPLOYER	TITLE
Hamilton, Daniel	University of South Florida	Graduate Student
Herrington, Owen	Syracuse Crunch	Account Executive
Israel, Adam	New York Mets	Ticket Services Representative
Katz, Joshua	Baltimore Ravens	Business Analyst
Lavelle, Olivia	Cleveland Indians	Communications and Digital Products Intern
Mannix, Chance	U. S. Soccer Federation	Development Academy Associate
Massino, Kellan	Super Fan Sports Fundraising	Account Executive
Mattarell, Victoria	Syracuse University	Sport Venue and Event Management Graduate Student
McLoughlin, Marielle	Mississippi State University	Football Operations Assistant
Meyer, Andrew	Baltimore Ravens	Community Relations Intern
Mong, Jocelyn	CSM LeadDog	Account Coordinator - Independent Contractor
Natowitz, Austin	Major League Baseball	New Media and Content Marketing Team
Newman, Alex	BSE Global	Inside Sales Representative (New York Islanders)
Onwualu, Sean	Deutsch	Assistant Account Executive
Pessar, Ayal	Radegen Sports	Client Marketing
Ricketts, Samoya	Turner Sports	Social Media Analyst
Selig, Sean	Chicago Sky	Operations Assistant
Spyropoulos, Eric	Kroenke Sports and Entertainment	Staff Writer
Stanley, Sara	Tarleton State University	Athletic Communications Assistant
Steele, Cameron	Monumental Sports and Entertainment	Inside Sales Associate
Tabak, Aaron	New York Law School	J.D. Candidate
Wang, Wei	HUPU Anchor Sports	Business Manager
Whitman, Griffin	LFG Sports	Co-Founder
Williamson, Bradley	Van Wagner Sports and Entertainment	Account Executive

NAME	EMPLOYER	TITLE
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## SPORT ANALYTICS

### CLASS OF 2019

Barbuto, Cody	Kraft Analytics Group	Consulting Analyst
Garrett, C.B.	Indiana Pacers	Performance Analytics Intern
Perline, Justin	Pittsburgh Pirates	Quantitative Analyst
Weiss, Evan	Buffalo Bills	Analytics Associate

## SPORT VENUE AND EVENT MANAGEMENT

### CLASS OF 2013

Byron, Monica	Kenny Leigh and Associates	Paralegal
Carlson, Melissa	Atlanta Braves	Senior Sales Coordinator, Special Events
Firestone, Evan	Boston Private Wealth	Operations Specialist
Hills, Katherine	Syracuse University	Office Coordinator
Kim, Min Jung	University of New Mexico	PhD Candidate
Manecio, Matthew	NYS Office of Temporary and Disability Assistance	Program Inspector
Porth, Laura	Tulsa Sports Commission	Manager of Sports and Events
Ricco, Richard	NBC Sports	Technical Logistics
Rudy, Katie	University of Virginia Athletics Department	Director of Event Presentation and Fan Engagement
Upmalis, Jordan	KPItarget	Director of Social Media

### CLASS OF 2014

Bayanker, Chari	Topps	Live Ops Producer
D'Arcy, Danielle	The Madison Square Garden Co.	Supervisor, Guest Relations and Disabled Services
Fiorini, Emily	Spartan Race, Inc.	Festival Manager
Jackson, Taylor	Dynata	Senior Account Manager, Consulting and Investment
Perlo, Elissa (Roberts)	Dartmouth-Hitchcock Medical Center	Dermatology Medical Assistant



Sam Linbury, 2017



Kevin Reese, 2017



Ben Rubenstein, 2018

# ALUMNI

NAME	EMPLOYER	TITLE
Rising, Julie	Boise State Athletics	Game Operations Manager
Sun, Wendong	Spark Sports and Entertainment	Account Manager

## CLASS OF 2015

Bracken, Emily	Lincoln Healthcare Leadership	Conference Manager
Brown, Justin	Boston Celtics	Account Executive
Bryant, Jordan	Canvas Worldwide	Senior Analyst
Davidson, Hannah	WorldClaim	Administrative Assistant
Davis, Lauren	Syracuse University	Carrier Dome Events Production Manager
Denick, Kristen	Syracuse Crunch	Director of Ticket Sales and Service
Dumas, Emily	Fiesta Bowl	Senior Manager, Business Development
Gao, Fei	China University of Political Science and Law	Associate Professor
Johnson, Kelly	Syracuse University	Associate Director of Recreation
Lublin, Jason	University of South Florida Alumni Center	Facility Manager
Peters, Jordan	Boilermaker Road Race	Sponsor and Marketing Director
Sloan, Vicki	Charlotte Regional Visitors Authority	Visitor Information Coordinator
Zhang, Hao	SECA Worldwide	Account Manager/Agent

## CLASS OF 2016

Hines, Keith	University of North Carolina at Chapel Hill	Marketing Project Manager
Johnson, Riley	Le Moyne College Athletics	Head Softball Coach
Kolinski, Daniel	Empire State Development	Deputy Director
Liu, Mingtao	Hangzhou Dragon Sport Center	Assistant Facilities Manager
McCaslin, Carolyn	NCM Associates	Client Services and Meeting Coordinator
Nakata, Kensuke	Dome Corporation (Under Armour Japan)	Office of CEO Team
Peters, Jordan	Boilermaker Road Race	Sponsorship and Marketing Director
Phillips, Brian	Rich Entertainment Group/Be Our Guest	Director of Operations, Buffalo Waterfront

NAME	EMPLOYER	TITLE
Tartaro, Daniela	Le Moyne College	Adjunct Professor
Zhang, Kaili	SECA Worldwide	Project Manager

## CLASS OF 2017

Banno, Sean	Brown University Athletics Department	Coordinator, Facilities and Operations
Barrie, Fergus	Nike London	Brand Specialist
Chulock, Rachel	Special Olympics Massachusetts	Events and Schools Coordinator
Hewitt, Dan	Comcast Spectacor	Senior Operations Manager
Liu, Yang	Lander Sports Development Co.	Facility Operations Manager
Olson, Arek	Lehigh University Athletics	Assistant Director, Facilities and Events
Sena, Candace	Pegula Sports and Entertainment	Coordinator of Premium Seating
Zuo, Chengji	Chinese Badminton Association	Foreign Affairs Assistant

## CLASS OF 2018

Burke, Brett	Burlington Royals	Director of Operations
DuVal, Marisa	Syracuse University Athletics	Operations and Game Management Assistant
Hammond, Paige	Milwaukee Bucks	Event Coordinator
Jifu, Yao	Aurora Motors	Supply Chain Analyst
LaRoussa, Jessica	MetLife Stadium	Special Event Coordinator, Operations and Service
Marks, Brendan	MKTG	Sponsorship Strategies and Activation Trainee
Martuscello, Kevin	SMG	Operations Supervisor
Meisenzahl, Kelsey	Chicago Bears	Marketing
Vergara, Anna	Legends	Concessions Supervisor, AT&T Stadium
Williams, Janelle	AVP Pro Beach Volleyball Tour	Community Relations Intern
Zorn, Anna	SMG	Facility Manager

## CLASS OF 2019

Harris, Jordan	New York Yankees	Sales Associate
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Jocelyn Mong, 2019, and Paulina Rubin, 2018



Keith Bremer, 2018, and Evan Weiss, 2019

# SPM alumni step up to mentor students

The inaugural Sport Management Students and Professionals Meet Week, or S.P.M. Week, was held January 7-11, 2019, giving current students the opportunity to learn more about careers in sport with the help of alumni who hosted them at their workplaces. Ten students participated in the job-shadowing experience.

Cherie Hong '19, a graduate student in the Sport Venue and Event Management graduate program, visited Sport Management alumna Blake Johnson '16 at the Atlanta Hawks. "I learned about all the moving parts involved with working in sports, and am very grateful to the department for organizing this incredible opportunity for us," Hong said.

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 intentionally designed to be flexible, so each shadowing experience fits the interests of the student and their alumni host.

"It is great to see all the new initiatives the SPM department is taking to help students succeed," said Sydney Wysoczanski '18, an operations coordinator for Major League Lacrosse. "It was not a burden at all to have someone in the office for a portion of my day. It is always exciting to connect with younger students to talk about my experiences at Syracuse, where I am now, and how I got here."

Event organizer Lisa Liparulo, a Sport Management internship placement coordinator, said students and alumni agreed the inaugural S.P.M. Week was a success. Alumni were given the liberty to create the day's agenda, and students were able to gain first-hand industry insight, as well as network with professionals throughout the day.

"My hope is that this program gains more traction for next year, and we can match twice as many students with our amazing alumni," Liparulo said. "It was certainly beneficial for our students to experience a typical day in the office, and we are grateful to our alumni who welcomed them."



Sport Management alumna Blake Johnson '16 (left), senior coordinator of community basketball programs for the Atlanta Hawks, hosted Cherie Hong '19, a graduate student in SU's Sport Venue and Event Management graduate program.



Andrew Bush (left) learned from SPM alumnus Sam Spector '16 at the Philadelphia 76ers.



Matthew Pignatella (left) shadowed SPM alumnus Andrew Cohn '10 at Advantage.

## Calling all alumni!

If you'd like to participate in our next job-shadowing program, held during Winter Break, January 6-10, 2020, email Lisa Liparulo at [lmiparu@syrr.edu](mailto:lmiparu@syrr.edu) with your contact information, location, and employer.

### Here are the students and alumni who participated in the 2019 event:

Student	Host site	Alumni
Andrew Blutig	Octagon	Ian Solomon '14
Andrew Bush	Philadelphia 76ers	Sam Spector '16
Justin Buttermann	FanDuel	Jeremy Philipson '14
Nicholas Felicetti	MKTG	Iain McWhirter '13
Jinyi (Cherie) Hong	Atlanta Hawks	Blake Johnson '16
Zach Leichtman	Major League Lacrosse	Sydney Wysoczanski '18
Jenna Parker	Octagon	Matthew Ashe '14
Matthew Pignatella	Advantage	Andrew Cohn '10
Kristen Rogers	Event Strategy Group	Hannah Visnosky '16
Dylan Schwartz	VaynerSports	David Jaffin '18

## Meet Kelly Harrington

SPM '08, business development director, Droga5



I graduated a semester early from Syracuse University in December 2008. I was eager to jumpstart my career... but then, of course, that thing called the recession happened. After several interviews, handshakes, and thank-you notes, I found myself working in media, buying TV space for MillerCoors. I loved my job and the people I worked with. Not much could be better for a 22-year-old than buying TV space for a beer brand across sport properties like ESPN and CBS Sports, right?

Though I loved my first job, I knew I wanted to be making ads not just buying media space for them. After a few strategic career moves, one that included a brief stint in Los Angeles, I found myself on Madison Avenue working at Roberts + Langer making ads for Neutrogena.

Since that first creative advertising job, I have worked on accounts and in categories that ranged from beauty to retail to telecommunications to financial services, managing \$4 million accounts and \$20 million accounts. I've worked with several Fortune 500 companies, helped produce two Super Bowl commercials, created an App, and filmed with one of the shark extras from "Jaws," as well as with Kevin Durant and JJ Watt.

It is because of these experiences I was able to pivot from account management to business development. I work closely with Droga5's chief marketing officer to help brands meet their business objectives through creative advertising. Some call it marketing, some call it advertising, I call it fun! Every day is truly different and exciting.

My advice to students: enjoy the ride and take control of your own narrative. You have the power to be and do whatever you want. Resources are all around you. Be confident. Be bold. And laugh when it doesn't go exactly to plan, because it all works out. And one day, you'll be writing a feature like this thinking, "Wow, where did the time go!"

## Meet Jon Prinsell

SPM '10, director of business intelligence and data analytics, Hamilton Tiger-Cats and Forge FC



After graduating from Syracuse University in 2010, I landed an internship in Boston with Octagon, creating awareness for a mobile 4G WiFi hotspot product. After three months, our entire team was let go, as the brand significantly cut their marketing budget. Fortunately, I found another internship opportunity, a project to help author a business plan for a start-up hockey venture in Europe. A colleague had a connection with the Hamilton Tiger-Cats of the Canadian Football League. I reached out to his connection and was offered a full-time job.

My experience with the Tiger-Cats organization has been phenomenal. I have been promoted into different roles over the past eight years, including operations/logistics, sponsorship service, new stadium business development, ticket operations, and business intelligence. I helped organize two Vanier Cups (the Canadian university football championship), where we broke records for ticket sales and TV viewership. I was privileged to work on a new stadium for the Tiger-Cats, as part of the team that sold the sponsorship naming rights to Tim Hortons, Canada's largest fast food chain. We just launched a soccer team, Forge FC, in a new Canadian professional soccer league. Hamilton also just won the rights to host the 2021 Grey Cup (the CFL championship game).

Along the way, the organization sponsored me as I earned my MBA in 2017, after which I was promoted to director of business intelligence and data analytics.

My primary piece of advice to students is that your career may have some "bumps in the road" but not to get discouraged. If our Octagon group had not been downsized, I probably would not be with the Tiger-Cats organization today. Also, continue to network and gain as much experience as you can in different fields. You never know who or what might be the catalyst for your next career move. And if you have the opportunity, further your education.

## Meet Justin Brown

SVEM '15, account executive, Boston Celtics



My time at Syracuse University was invaluable as it helped me decide on a career path as well as provided me with real-world experience. After meeting with my advisor and discussing career interests, it became clear that sales was the right place to start my career.

I got right to work, interning with SU Athletics and the Rochester Rhinos. These experiences prepared me for the future, particularly when I traveled to the Mount Union Sports Sales Workshop and Job Fair in Cleveland, Ohio. I interviewed with several professional sports organizations at the event, including the Boston Celtics, who offered me an entry-level role on their sales team.

After graduation, I moved to Boston to begin my career with the Celtics. I felt very fortunate to be part of such a well-respected and successful organization, and I worked hard to make the most of the opportunity. After leading the Inside Sales Team in revenue generation during my first season, I was promoted to a full-time role. In early 2017, I began my current role as an account executive. I work with individuals and businesses in the Greater New England Area to develop client entertainment options, corporate outings, and memorable experiences through the Celtics.

Boston is a fantastic sports city, the NBA is an incredible league and I have really enjoyed my work here. I plan to grow my career with the Celtics as we strive for another NBA title, while continuing to develop skillsets in sales, business analytics, and related fields as I look toward future career opportunities.

My advice to students: Put yourselves out there and make the most of every opportunity that comes your way. Even after you are hired for an internship or job, the work does not stop there. Treat every day like an interview and make an impression on every single person you meet. This industry is all about developing relationships.

## Meet Rebecca Pongetti

SPM '17, coordinator of brand marketing, Under Armour



In 2017, after completing my senior Capstone at Under Armour in Toronto and graduating from Syracuse University, I was offered a full-time job with UA as coordinator of brand marketing.

While on Capstone, I experienced many areas of marketing such as retail/wholesale, sports, events/activations, and brand marketing. It was

through this exposure that I discovered my passion for brand marketing.

It is my job to support the execution of marketing activations within sport-specific categories such as train, run, team sports, basketball, golf, global football, hockey and more. Projects and tasks involve public relations, traditional media, digital and social media, influencer marketing, sports marketing, retail and wholesale marketing, activations, events, e-commerce and direct-to-consumer touchpoints.

I also cross into merchandising, planning, operations, and sales to help drive strategic alignment and gain full knowledge of the Canadian business. Understanding the business from a cross-functional perspective has given me the opportunity to identify efficiencies we can leverage in our go-to-market strategies and activation plans of Under Armour in the Canadian marketplace.

One of the major components of my job is the management of the Canadian Influencer Marketing Program, where I build the marketing strategy and objectives, plan our product and storytelling per season, and grow our ambassador roster portfolio.

SU's Sport Management program prepares its graduates to work in sport by offering very relevant courses that highlight key areas of the industry. SPM's dedicated professors ensured we were ready to handle the fast-paced environment and challenges through their interactive classes and projects. The immense support I received, and continue to receive, from SPM truly has made a difference in my career.

My advice to current students: Be determined, dedicated, and resilient to the challenges and effort required to grow your career. Be present and patient in your journey as it will never be exactly what you expect nor easy; but, if you are willing to persevere, work hard and go the extra mile, you will put yourself in a position to succeed.

## Meet Joy Essaghof

SPM '18, business development analyst, Legends



During my sophomore year in Sport Management, I was fortunate to go on the department's Los Angeles Immersion trip over spring break. During the trip, I met my current mentor and had the opportunity to connect with key executives in the sport and entertainment industry. Little did I know that four years later, I would be working in Los Angeles.

Here's how I got there: After the LA Immersion trip, I kept in touch with the executives I met, and by using my newly developed network, I was able to secure my senior Capstone at the Los Angeles Football Club (LAFC). Through that internship, I discovered my passion for working in corporate partnerships and sponsorships.

Soon after graduating from SU in 2018, I began working at MKTG in sponsorship strategies and activation with brands such as Mars Wrigley Confectionary and the NFL, while also providing account support for Jack in the Box and the 50th Woodstock Festival.

Throughout my college and post-graduate career, I maintained strong relationships with the network of professionals I had the privilege of meeting during the LA Immersion trip, previous internships and on my senior Capstone. Which led me to this decision ...

After four months at MKTG, I was offered an opportunity I could not pass up and moved across the country in November 2018 to Los Angeles to pursue a career with Legends as a business development analyst in their Global Partnerships Division. I work closely with properties such as LA Stadium and Entertainment District (future home of the Rams and Chargers), Las Vegas Stadium (future home of the Raiders), Carolina Panthers, Notre Dame Athletics, and LA2028 Olympics.

My experience at Legends has been incredible. Every day, I collaborate with amazing people from all over the country. I am excited to be part of this company's exciting journey in the ever-changing sport and entertainment industry.

My advice to current students: network, network, network. Building and maintaining relationships is extremely important to future opportunities. Don't be afraid of failure. If you fail, make sure you learn from it.

## 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 second annual "SPM 205: 2.0 SPM Alumni in #SportsBiz" on November 9, 2018 with over 100 students in attendance in Grant Auditorium.

"Students now look forward to welcoming back alumni every Fall on campus for this event which, as an alumna myself, is so exciting to see their enthusiasm and the importance of connecting with SU alumni," said SPM internship placement coordinator and event organizer Nicole Cost.

The event kicked off with a luncheon for alumni with Sport Management Director



Michael Veley and department faculty and staff before SPM Advisory Council Member and Managing Partner of Bullish, Inc., Michael Duda, opened the afternoon program as the keynote

speaker. Duda's presentation focused on his career, the sport industry from his perspective, and navigating the career journey.

A panel of SPM alumni discussed their experience as Syracuse students and offered advice. Alumni and students then moved into classrooms in Falk College to take part in panel sessions covering topics such as transitioning from Capstone to career and utilizing analytics for business development and more.

"The value of a degree from Falk is not limited to the four years on campus and the classroom experiences," Duda said. "It is the connective tissue to the network at Syracuse University for ongoing collaboration, benchmarking, and advice."

# Sport Management

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## 2018-2019 Newsletter

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



**CALLING ALL SPM ALUMNI:** To be sure Syracuse University has your most up-to-date information, please email your current mailing address, phone number, e-mail, employer, title, business e-mail, and business address to [records@syr.edu](mailto:records@syr.edu). This ensures that you will receive important communication from the University as well as Falk College and Sport Management. And don't forget to send us photos from your work, family or alumni gatherings. Shown above are Syracuse University alumni working at CSM in New York City. Back row, from left: James DiDonato '15, Paulina Rubin '18, Matt Rose '15, Noah Diorio '20, Steve Kozar '14, Chris McCarthy '16, and Nick Twomey '17. Front row, from left: Alicia Torres '19, Hanna Bird '14, Morgan Begy '14, and Amanda Ben-Menachem '14.