



SportBusiness
SUMMIT**2018**

Answering the most important questions in the sports industry

A preview to SportBusiness Summit in Miami



DATA-DRIVEN OPPORTUNITIES IN GLOBAL SPORTS



The inaugural SportBusiness Summit marks another milestone in our organisation's entry into the North American market and the launch of a new standard of sports business data, news and analysis for the US market.

SportBusiness has served clients in the United States since its launch in 1996, but the opening of our office in Miami earlier this year and the appointment of US-based editorial staff responsible for tracking and analysing the development of the market is a watershed moment.

Historically, North America has always been a leader in the sports business. It is where game-changing decisions are made and ground-breaking deals are done. In terms of sports media and marketing, the US was generally celebrating a home run while the rest of the world remained at first base.

But the world of sport outside of the US, most notably within Europe, has caught up, and changing technology and economic development opens up fresh opportunities in new markets on every continent. The US remains dominant in



Ben Speight
Chief Executive,
SportBusiness

many respects, but its sports companies are no longer the only players in the game.

SportBusiness aims to help US-based sports businesses to perform even more effectively in an increasingly global marketplace by providing a trusted source of data and analysis from around the world. Our data helps businesses to make the right decisions at the right time. It helps businesses identify trends, understand how fans/customers differ from market-to-market and delivers financial data about completed deals

which provide benchmarks for the future.

The format of the SportBusiness Summit reflects our goals in the US: providing a global perspective with data-informed analysis – infused with insight from the key decision-makers.

Case studies of best-in-class business strategies can be taken from companies all over the world and we have amassed a stellar line-up of international sports executives to talk through a range of key issues affecting all stakeholders in the sports industry, including how to engage and grow fan bases; embracing the new broadcast platforms; understanding how technology is not only disrupting but enabling change; amongst many others.

We'll also be informing the discussion with exclusive data insights prepared by our expert in-house team using our own proprietary market-leading data from our product portfolio.

The next few pages preview the Summit. We look forward to meeting new and old clients in Miami and if you can't join us, we'll be sharing the key insights in our daily news and social media channels on the days of the event. [O](#)

KEYNOTE SPEAKERS



Javier Tebas
President,
LaLiga



Charlie Stillitano
Executive Chairman,
Relevant Sports



Terrence Burns
Executive Vice-President, global
sports, Engine Shop



Charles Baker
Partner and Co-Chair,
O'Melveny's Sports

The evolution of content



Streaming partnerships, OTT platforms and the promise of enhanced audience data; and how the US' legislation of sports betting has affected digital platforms.



MODERATOR:
Ben Cronin

Streaming partnerships with social media companies and the development of direct-to-consumer sports platforms

are allowing rights-holders to develop a two-way relationship with their fans, gather increased levels of consumer data and develop a much more nuanced understanding of their audiences.

This offers them the chance to tweak formats, evolve the way they present their content and target sponsorships more effectively.

In this panel Ben Cronin, editor of *SportBusiness Professional*, examines the

commercial opportunities provided by digital disruption and the evolution of the media landscape.

Laura Froelich, senior director, head of US content partnerships at Twitter, will talk about the social media platform's growing presence in sport and the powerful influence of social media on the sector. She will talk about Twitter's multiple relationships with major rights-holders like the PGA Tour, MLB and sports broadcasters like ESPN, and explain what the platform has learned from these partnerships. She will also talk about the way data is transforming sports presentation and marketing and the way sponsors activate around major events.

A senior executive from Sportradar will talk about the impact of US betting legislation on the way US sports are

being presented on digital platforms. They will also explain how betting data is being used to better understand audiences, refine the presentation of live sport and how betting data could be integrated into the sports content of the future.

Lastly, Wayne Sieve, executive vice-president at Thuuz will talk about how the company's data insights have helped rights-holders and broadcasters to market their content, automate highlights and refine their content offerings. Thuuz has worked with clients like the NFL to identify where their content fails to excite audiences leading the league to implement rule changes informed by its data. Most recently it worked with Fox Sports to create a fully-automated Fifa World Cup highlights generator. ○

SPEAKERS



Laura Froelich
Senior Director, Head of US Content Partnerships, Twitter

Laura leads US content partnerships at Twitter, bringing exceptional content from sports, news and entertainment publishers to the most receptive audiences in real-time, while driving reach and revenue for these strategic partners and Twitter.

Prior to joining Twitter in February 2014, she spent five years at CBS Interactive, devising product marketing and monetization strategies for premium sports content including NCAA March Madness, NFL and college football, the Masters, PGA Tour golf, as well as the suite of fantasy games from CBSSports.com. Her efforts led to multiple years of record-setting revenues for the properties.



Wayne Sieve
Executive Vice-President, Thuuz Sports

Wayne is executive vice-president at Thuuz Sports, an AI-based metadata and content curation platform for Sports content distributors. In this role, he oversees all commercial relationships including those with leagues, media networks, and production companies.

A native of Silicon Valley, Wayne has worked at the intersection of sports, media, and technology for the past 22 years with executive roles at EverSport, Ustream, 5to1, Yahoo, Foote, Cone, and Belding. During his tenure, he has worked closely with a variety of professional leagues, player associations, media networks, agencies, governing bodies, athletes, and content creators.



Sportradar
Senior Executive

The Sportradar group is an international organization, employing over 1,900 people in more than 30 locations around the world.

Its rapid growth is driven by technological innovation and an understanding of its clients' business needs, with a commitment that makes Sportradar the trusted partner of more than 1,000 companies in over 80 countries and occupies a unique position within the sports, media and betting industries.

Sportradar aims to empower its clients with sports data and digital content solutions, fueling the passion of sports fans across the globe.



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Private equity in sports

What's driving current investment trends? How sustainable is PE's current appetite for sports? And what is the potential impact of investors' natural desire to minimise risk on the structure of sport?



MODERATOR:
Chris Lencheski

This panel briefing will provide a closer view on the outlook for sports teams; new leagues; sports-related tech; rights-holders; and

future media. We'll also be covering the implications for current and future investments by those who have been successfully negotiating for some of the largest private transactions and companies in sports, IP, licensing and media – covering everything from legal to M&A. Insight into this very exciting, yet exclusive community will afford a wider-lens on the next tranche of opportunities for all.

Attendees will hear from those executives in the field and hear answers to questions on: dealflow, geo-targeting and media arbitrage as a deal accelerator. Behind closed doors, this event will offer a deeper dive into what investors, owners and rights-holders need to know now before continuing or considering any investment format in the global sporting world.

In this panel, Chris Lencheski – a 20-year veteran of the sports and entertainment industry, with team ownership and c-suite roles at Comcast Spectacor, IRG and his own agency, SKI & Company, will distill the current private equity environment with these panelists, who are in the day-to-day management of M&A and deal-making across multiple leagues in many silos.

The panel will showcase their

experience with the need for alignment across all levels of equity participation. All too often, the major deals in business drive the larger narrative. However, frequently the smaller, yet more intricate transactions are providing greater returns across the industry, and this panel will also address these unique entry points as well.

Globally there exists an almost insatiable thirst for all manner of sports and social-oriented, mass-consumer gatherings. At the nexus of these opportunities are the private and public dollars that will fuel the growth. The actionable insights from this panel will afford attendees the privilege of advanced understanding, leading to better, more sustainable planning across the many silos in the sport-related tech ecosystems. ○

SPEAKERS



Bob Caporale

**Chairman and Co-Founder,
Game Plan**

Bob is chairman and co-founder of Game Plan, which has provided consulting, financial advisory and investment banking services to the sports industry since 1994.

Prior to founding Game Plan, Caporale had a substantial national sports and entertainment law practice, representing professional sports teams, team owners, leagues and facilities. He was part-owner of the Boston Breakers, one of the original franchises in the National Women's Soccer League.



Rick Perna

**Managing Director/Founder,
Greenwich Advisory & Company**

Rick's experience in the sports industry spans over 20 years, earning him industry awards including the Chairman's Award, ranking him among the top 20 bankers in North America.

Having specialized in sports lending and M&A, Rick brings deep transactional experience and high-level relationships across all major North American professional sports leagues such as MLB, MLS, the NBA, the NFL, and the NHL as well as international leagues such as the Bundesliga, the EPL, Ligue 1 and Serie A.



Josh Empson

**Managing Director,
Providence Equity Partners**

Josh Empson is a managing director of Providence Equity Partners, a global private equity firm with \$50bn in assets under its management.

At Providence, Josh focuses on media, with a particular emphasis on sports and entertainment. He is also a current director of NFL/PEP Ventures.

Previously, Josh was a partner at NantCapital; and managing director at Forstmann Little & Co., where he led the firm's investment in IMG Worldwide.



Michael Goodman

**Founding Partner,
Granite Bridge Partners**

Michael D. Goodman is a founding partner of Granite Bridge Partners, a private equity firm that makes control investments in lower middle market companies.

Before forming Granite Bridge Partners, Michael was a managing director at Wafra Partners LLC and principal at Equinox Investment Partners.

Prior to that he was vice-president and senior originator of leveraged finance at Chase Manhattan Bank.

The US betting revolution



What are the opportunities and challenges created by the *de facto* legalization of sports betting in the US? How can clubs, leagues and others navigate this new ecosystem and sense the opportunities for growth?



MODERATOR:
Simon Greenberg

Arguably the most significant development in US sport for many years occurred in May 2018, just as the Golden State Warriors were whitewashing

the Cleveland Cavaliers in the NBA Finals.

Among the common phrases in US sport such as touchdown, three-pointer and home run, the acronym PASPA (the Professional and Amateur Sports Protection Act) did not probably figure very highly or mean much to US sports fans. But it has had a huge impact. It meant they could not place a bet on sports outside of casinos in Nevada and

other limited locations.

The repeal of PASPA by the Supreme Court heralded unprecedented speculation as to the effect of sports betting on US sport for years to come.

But no-one really knows what is going to happen or how big legal sports betting could be.

Mark Cuban, the owner of the Dallas Mavericks, claimed the value of NBA franchises doubled overnight, such was the opportunity presented by betting. Meanwhile, analysts and bankers can't agree how much it could be worth financially, with estimates ranging from \$5bn to \$10bn within five years.

There are many other open questions. Major US sports franchises have conflicting positions on the issue: some in favour, some against, some unsure.

Some states have embraced it but some will never allow it. The betting operators are about to enter an arms race for marketing and sponsorship spend for customers, but when will they actually make money? How will the threat to the integrity of US sports be dealt with? What role will technology play in placing bets, receiving winnings and protecting sport? What do the athletes themselves actually think? And what will happen to the illegal sports betting market, which is claimed to be worth \$150bn annually?

All this and more will be debated by our panel of experts at the SportBusiness Summit, offering insights, knowledge and predictions about how the US sports betting market will evolve. [O](#)

SPEAKERS



Angela Ruggiero

Chief Executive and Co-Founder,
Sports Innovation Lab

Angela Ruggiero is a leading figure in the sports world, having served as an administrator, elite athlete, educator, advisor, board member, and investor in the world of sport.

She is the chief executive and co-founder of the Sports Innovation Lab, a technology and data-powered market research firm focused on the intersection of sports and innovation – with a focus on identifying trends and evaluating technology products and services driving the future of sport.

An Olympic Gold Medalist and member of the Hockey Hall of Fame, Angela has leadership positions at the highest levels of sport, including a role on the executive board of the International Olympic Committee, where Angela guides the strategies of major sports organizations.



Matteo Monteverdi

President, Sportradar US,
Sportradar

Matteo joined Sportradar in June 2018, bringing more than 20 years of experience in digital transformational initiatives for B2B and B2C organizations. Matteo oversees the strategic direction for Sportradar US and provides leadership for all US business units.

Prior to Sportradar, Matteo worked for International Gaming Technology (IGT), where he was senior vice-president, global digital products, and played a key role in GTECH's acquisition of IGT. He was instrumental in leading the product portfolio strategy for both companies and in forging new and successful business partnerships. Prior to IGT, Matteo was executive vice-president, sales and marketing services at Lottomatica.



Jamie Shea

Head of sportsbook digital operations,
DraftKings

In July 2018, Jamie joined DraftKings as head of digital sportsbook operations after 10 years as a sportsbook and racebook director in Las Vegas. He is currently based in Hoboken, New Jersey.

DraftKings is an innovative sports-tech and media entertainment platform that is changing the way consumers engage with their favourite sports, teams and athletes by bringing fans closer to the game.

Previously, Jamie worked as a sport betting and playspot specialist at IGT; director at National Casino Marketing; regional sales director at Caesars Entertainment Corporation; and director of race/sports and poker with Station Casinos.

Lessons of the global game



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What is cutting-edge commercial practice at European football clubs, leagues and federations? How can these strategies and practices be incorporated into the management of US soccer bodies?



MODERATOR:
Frank Dunne

Germany's Bundesliga has enjoyed an accelerated commercial growth in recent years. Through its Bundesliga International arm, it has

driven the brand globally and increased its TV rights-income. In Germany, the league has worked to put 'fan experience' at the centre of all major developments. The Bundesliga, with 36 clubs across two tiers, has become a byword for innovation in everything from youth development to elite performance monitoring, through a willingness to embrace new ideas and technologies.

Meanwhile, the league is part of a governance culture which is unusual in

its holistic nature, effectively balancing the needs of clubs and national teams. Robert Klein became chief executive of Bundesliga International in November 2017.

Italy is one of the most successful football countries in the world, at national team level – including youth teams – and through its Serie A championship. Michele Uva, who was appointed chief executive of the Italian Football Federation (FIGC) in September 2014, has long been recognised in Italy as one of the country's most forward-thinking sports administrators. In 2016, the FIGC overhauled its 'Club Italia' concept – launched in 2002 to impose a coherent approach on national team development at all levels – to ensure that it was operating at the cutting-edge in four key areas: medical; match analysis; scouting; and performance and research.

Concacaf is the governing body for football in 41 countries in North and Central America and the Caribbean, including the US. On the back of one of its most turbulent periods, Victor Montagliani was elected Concacaf president in May 2016 as a modernising force in the game. In a short time, Montagliani has set about demonstrating the benefits of transparency, and has been working with major sports marketing agencies such as Lagardère Sports and IMG to help expand the footprint of Concacaf club and national team competitions around the globe.

Montagliani, Klein and Uva will discuss how the commercial and governance aspects of the game are evolving and how the European experience can provide models to help drive growth in North America, at both club and national team level. [O](#)

SPEAKERS



Victor Montagliani
Vice-President, Fifa/
President, Concacaf

As a player and administrator, Victor Montagliani's passion for the game has led him to become a leader within the sport. Montagliani was elected Concacaf president and Fifa vice-president in May 2016 in the Concacaf XXXI Ordinary Congress held in Mexico City. He also serves as chairman of the Fifa Football Stakeholders Committee.

Montagliani served as president of the Canadian Soccer Association until May 2017. In addition to his vast knowledge and experience within the game, Montagliani has concluded studies in Political Science, Public Administration, French and Spanish.



Michele Uva
Vice-President, Uefa/
Chief Executive, Italian Football Federation

Michele Uva is a highly-experienced and respected sports administrator, with a 30-year career spanning several sports organizations.

He is currently chief executive of the Italian Football Federation, which oversees the Italian domestic leagues and national team. Since 2017 he has also been Uefa vice-president.

He previously held leadership positions at some of Italy's most prestigious clubs, including Parma and Lazio. He is also an associate professor at the Foro Italico University of Rome and frequently lectures in Italy and abroad.



Robert Klein
Chief Executive,
Bundesliga International

Robert Klein joined Bundesliga International in May 2017 as chief commercial officer. In January 2018, he took over the role as chief executive, becoming responsible for the internationalization of the Bundesliga brand, subsequently driving the Bundesliga to become one of the most innovative and exciting football leagues globally.

Before his career at Bundesliga International, Robert headed the sports rights department at Red Bull Media House, a globally distributed multi-platform media company, with a focus on sports, culture and lifestyle content.

Understanding your fan



What do sports businesses need to understand about local consumer culture, habits and preferences if they are to build strong brands and maximise revenues from overseas markets?



MODERATOR:
Simon Cory-Wright

When the international sports industry talks about benchmarks in fan engagement, one or more of America's major league franchises will

inevitably be part of the conversation. From creating the ultimate match-day experience to innovation in social media engagement, American sport has long set the standard in many areas.

But how good are American sports at building fanbases beyond their own shores? Rapid developments in technology are changing the sports media landscape, offering more sport, more flexibly, to more people. This in turn is providing attractive

opportunities for leagues, franchises and clubs to develop new and lucrative fanbases overseas.

So just how difficult is it to engage fans in other countries? Data presented by SportBusiness at the SportBusiness Summit demonstrates how different fan profiles and behaviours are from market to market – that what drives fan interest in one market will not necessarily drive interest in another. So while a sports property may be a top-tier product at home, in other markets it may be considered second- or third-tier. How do we go about building awareness and engagement across such different market environments? How much of what we do at home can be replicated elsewhere? Is it a case of adapt and adjust, or must we treat each market as unique and start with a blank sheet of paper in each case?

International expansion presents sports rights-holders with the challenge of understanding and engaging a vastly more diverse and broad range of audiences than ever before, with issues such as language, culture and physical distance being just the beginning of the complexities to be navigated. So where do you start?

In this panel on Fan Engagement, we will be asking Lara Price and Chip Bowers to share how two major league franchises – the Philadelphia 76ers and the Miami Marlins – are meeting this challenge. Keith Bruce from QuintEvents will share the perspective of the truly global environment that is Formula One, plus we'll find out what fan engagement strategy looks like for sports outside the 'big four' major leagues, with Major League Lacrosse Commissioner, Sandy Brown. [O](#)

SPEAKERS



Lara Price
Chief Operating Officer,
Philadelphia 76ers

Lara oversees the Philadelphia 76ers' business operations, corporate and team communications and public relations and community engagement. With 20-plus years' experience, Price acts as the team's primary intermediary with the league office and is the key liaison between the 76ers' business and basketball arms of the organization.

Lara is also a 2015 honoree of the Women in Sports & Events (WISE) Woman of the Year Award.



Chip Bowers
President, Business Operations,
Miami Marlins

Chip Bowers is a highly-experienced sports executive, having worked extensively in both the NBA and MLB. He currently leads business operations for the Miami Marlins, overseeing media and sponsorship rights, as well as its fan engagement strategy.

Chip was previously chief marketing officer at the Golden State Warriors, where he played a leading role in signing the Chase Center sponsorship agreement for the Warriors' new home in San Francisco.



Keith Bruce
President,
QuintEvents International and
Formula One Experiences

In July 2017, Keith was named president of QuintEvents International and Formula One Experiences, which houses the company's Formula One business. A veteran of the sports and event industry, Bruce works with all 21 F1 events across the globe.

F1 Experiences was launched in summer 2017. It provides fans and corporations with a full range of experiential, hospitality, travel and ticket packages for the entire F1 race series.



Sandy Brown
Commissioner,
Major League Lacrosse

Alexander "Sandy" Brown is the commissioner of Major League Lacrosse. He is the second commissioner in the 18-year history of the league.

Brown, who joined MLL in February 2018, is an accomplished executive with over 20 years of leadership experience, including spearheading the launch and growth of multiple sports media outlets. He was formerly the president and chief executive of One World Sports and president of Univision Sports.

New trends in media rights



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What is the impact of the tech giants buying sports rights? What does it mean for rights-holders and traditional broadcasters? Which markets/territories are most likely to be affected?



MODERATOR:
Robin Jellis

For years, people said it was only a matter of time until the tech giants bought sports rights.

Google dabbled in sports rights

in the late 2000s/early 2010s but has been unwilling to pay the guarantees requested for premium sports rights. Apple has long been mentioned as a stalking horse. Twitter has agreed some content partnerships with rights-holders but has resisted the urge to pay big fees.

In 2017, the sports-rights ambitions of two huge companies became clear: Amazon acquired global NFL streaming rights to the 2017 season for \$50m in April; and in September, Facebook

unsuccessfully bid \$610m for digital rights to the Indian Premier League in the subcontinent over 10 years.

And while the tech giants have been plotting their assault on sports rights, entrepreneurs have been establishing OTT operations around the world – such as Perform's DAZN, while Eleven Sports has launched OTT-only in certain markets.

Perform's chief commercial officer John Gleasure will join me in this panel at the SportBusiness Summit to discuss the future for his company and for the industry more generally.

The launch of OTT operations and the growing pervasiveness of internet connectivity has led traditional broadcasters and media groups to adapt their strategies.

One such company is beIN Media Group, the dominant sports broadcaster

in the Middle East and North Africa.

Although it has been facing concerted Saudi piracy of its content in the region, beIN has successfully become a global player in the sports-rights industry, with operations in France, Turkey, Australia, New Zealand, the US and Canada, as well as across Southeast Asia.

The company's senior vice-president of content strategy, Daniel Markham, will be an expert speaker on the panel, to discuss how beIN has adapted during the rise of OTT operators.

Uefa's club competition rights are among the most sought-after around the world. How well-positioned is the governing body to take advantage of the proliferation of digital players, and in which markets are such deals most likely to be struck? Marketing director, Guy-Laurent Epstein, will be on hand to provide the answers. [O](#)

SPEAKERS



Daniel Markham
Senior Vice-President, Content Strategy,
BeIN Sports

Daniel joined beIN Media Group in July 2014 and is senior vice-president of content strategy, responsible for content acquisition and group strategy. He is also the managing director of beIN Media Group's UK business.

Daniel joined beIN's team from the NBA, where he had several roles including senior vice-president of media distribution; managing director for emerging markets in EMEA; and joint head of that region.

Having worked for almost 25 years in senior positions in the sports and entertainment industry, Daniel is seen as one of the most experienced and highly-regarded executives in sports business.



John Gleasure
Chief Commercial Officer,
DAZN and Perform Group

John is one of the founders of Perform Group, which has set about changing the way the world consumes sport. He is currently the chief commercial officer of DAZN and Perform Group. Over the past 11 years, John has overseen all commercial partnerships and rights relationships and its international global expansion.

John has over 23 years' experience in the sports, entertainment and music industries, having worked as brand manager at Sky Sports, marketing director at Sportal and head of sport at Hutchinson Whampoa. He also held roles at EMI Records and Sony Pictures.



Guy-Laurent Epstein
Marketing Director,
Uefa Events

Guy-Laurent Epstein is the marketing director of Uefa Events SA, which was set up in 2009 as a wholly-owned Uefa subsidiary. It manages the marketing and commercial interests of Uefa.

In 2002, Guy-Laurent joined Uefa as TV and sponsorship manager and soon became head of marketing activities. In 2005, he created the Media Rights Unit, which is responsible for the overall sales of broadcast rights for Uefa competitions. In 2010, he was appointed marketing director, responsible for the ongoing development of all marketing and commercial activities, including brand, media and sponsorship across all Uefa competitions.

Partnerships beyond borders



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Where and how can US sports properties most effectively and profitably find new commercial partners worldwide? And how can US brands grow through overseas sports partnerships?



MODERATOR:
Matthew Glendinning

Last year, research by *Sports Sponsorship Insider* estimated that football clubs from the top-five European leagues made

more than \$1.7bn from their main shirt and technical apparel deals, with the English Premier League contributing around 42 per cent of the total.

Premier League clubs have a particularly strong appeal to international sponsor brands with the 'big six' of Arsenal, Chelsea, Liverpool, Manchester United, Manchester City and Tottenham Hotspur among the dozen or so elite European clubs able to drive growth through commercial revenue rather than broadcast revenue.

The increasingly global reach of the Premier League has been transformative to sponsorship income across the league. Three-quarters of the 20 clubs in the league had domestic main shirt sponsors in 2002. Today, international brands account for 90 per cent of main shirt deals, with half of these from Asia.

To understand the opportunities arising from international exposure, the SportBusiness Summit has invited Will Brass, head of sales and marketing at the Premier League, to the panel. Brass has been responsible for leading the digital transformation, commercial strategy, partnership sales, marketing and brand development.

In the US, the property that most-closely rivals the Premier League for international reach is the NBA. It is an ideal partner, in particular, for the Marriott International hotel group, which uses the NBA in its brand loyalty

programmes.

Joanna Todd, vice-president, global partnerships and strategic alliances at Marriott International, has defined the brand's overarching partnership development strategies that push revenue, support business objectives and drive value across 19 Marriott brands globally. How the brand engages with fans from all over the world across the NBA's marquee events is a lesson in how to leverage brand partnerships internationally.

The panel's aim is to identify the most effective practices that will help US sports teams reach out and get a greater slice of its revenue from overseas. With this in mind, we have Ari Mark, senior director, corporate partnerships the NFL's Miami Dolphins – one of the most admired and marketable US sports team brands – on our panel to discuss the hot issues. ○

SPEAKERS



Ari Mark

Senior Director, Corporate Partnerships, Miami Dolphins and Hard Rock Stadium

Ari is entering his first season leading corporate partnership sales for the Miami Dolphins and Hard Rock Stadium, a global entertainment destination and home of the Miami Dolphins; Miami Hurricanes; Miami Open; and Super Bowl LIV. He oversees new business across a wide portfolio of sponsorship assets and events.

Prior to this role, Ari spent nearly a decade in global business development at the NBA, securing domestic and global sponsorships across the NBA, WNBA, G League and USA Basketball. He was key in negotiating partnerships with YouTube TV, MGM Resorts, and Marriott International.



Joanna Todd

Vice-President, Global Partnerships and Strategic Alliances, Marriott International

Joanna leads the Maryland-based team that develops global partnerships and strategic alliances across all verticals including sports, music, film, culinary, fashion, travel and financial services. In addition, her team is responsible for multicultural marketing.

Joanna's prior positions at Marriott include vice-president, segment marketing, where she was responsible for the marketing strategy for key B2B and B2C customer segments including small business and sports, and global programmes and promotions.



Will Brass

Head of Sales and Marketing, Premier League

As the Premier League's head of sales and marketing, Will is responsible for all marketing and brand activities. He has also been responsible for building up a partnerships function.

Will started his career as a lawyer, before working at Rothschild as an adviser to various European football clubs, an experience which led to him joining Tottenham Hotspur as head of business development. He subsequently represented the interests of various high-profile sports teams and talent clients at Creative Artists Agency, prior to arriving at the Premier League in February 2016.