



BLAZING NEW TRAILS

The Growing Need for MBAs in Sports

2010 SPORTS BUSINESS CONFERENCE
02.20.10



Kellogg
School of Management

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BUSINESS
CONFERENCE**

Saturday, February 20, 2010
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Kellogg School of Management
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LETTER FROM DEAN CHOPRA



Dear Conference Participant,

On behalf of the Kellogg School of Management, I delighted to welcome you to the inaugural Kellogg Sports Business Conference. We are honored that you have taken the time to join us for this very special event!

In the sports world, competition extends far beyond the field of play. The \$213 billion sports industry is dynamic, diverse and complex and business leaders in sports are faced with the challenges of managing athletes, sponsors, and partners, while turning a profit. Meanwhile, fans' needs and demands are continually changing in an increasingly competitive landscape for their attention, loyalty and share of wallet.

For this hallmark event, the conference's theme is *Blazing New Trails: The Growing Need for MBA's in Sports*. The conference provides a forum to discuss industry trends and investigate the growing number of opportunities for innovators, entrepreneurs and the next generation of business leaders. The conference will help students and professionals from every background become more strategic business leaders and understand what it takes to win in this ultra-competitive industry. I sincerely appreciate all of the conference speakers and we look forward to gaining their significant insights regarding their experiences. I am also pleased to host such an accomplished set of participants and look forward to an energetic and engaging discussion.

Thank you for taking part in the inaugural Kellogg Sports Business Conference. I hope you enjoy your time here and find it an enriching experience.

Warmest personal regards,

A handwritten signature in white ink that reads "Sunil Chopra". The signature is fluid and cursive.

Sunil Chopra

AGENDA

7:45–8:45am	Breakfast & Registration
8:45–9:00am	Opening Remarks Professor Richard Honack
9:00–10:00am	Keynote 1 Chris Granger Senior Vice President Team Marketing & Business Operations National Basketball Association
10:00–10:15am	Break
10:15–11:30am	Panel Session 1 Panel A: Entrepreneurship and Sports Panel B: The Business of Sports Sponsorships
11:30–11:45am	Break
11:45–1:00pm	Panel Session 2 The Global World of Sports
1:00–2:15pm	Lunch
2:15–3:30pm	Panel Session 3 MBA Careers in Sports
3:30–3:45pm	Break
3:45–4:45pm	Keynote 2 Kevin Plank Chairman & Chief Executive Officer, Under Armour
4:45–6:00pm	Networking Reception

ACKNOWLEDGEMENTS



The co-chairs of the 2010 Kellogg Sports Business Conference would like to give a special thank you to the many members of the Kellogg community who helped make the conference a success.

We are particularly grateful to Richard Honack and Steven Rogers for their guidance, Christine Breakey and Malissa Burke for their hard work and dedication, the Kellogg School of Management administration for their continued support of the conference, and all of our conference sponsors for making this happen.

Thank you to the keynote speakers, panelists, and moderators who contributed their valuable time and expertise. Your knowledge and perspective truly made the conference a learning experience for all attendees. Finally, we would like to express our gratitude to the Kellogg student volunteers on the conference committee, who devoted endless time, energy, and creative ideas to the conference planning.

Your 2010 Co-chairs and Committees,

Janet Kang & Eddie Shin Overall Co-Chairs

Justin McBride Sponsorship & Finance Co-Chair

Usman Shuja Speakers Co-Chair

Edwin Thay Logistics Co-Chair

Scott Watson Marketing Co-Chair

Mike Casper Director, Speakers & Panels

Jason Oraker Director, Speakers & Panels

Mike Schwartz Director, Speakers & Panels

Mithun Subramanian Director, Speakers & Panels

Shashank Sane Director, Sponsorship & Finance

David Biesek Director, Marketing and Logistics

Raphael Tse Director, Marketing and Logistics

Jenn Yee Director, Marketing and Logistics



KEYNOTE SPEAKERS

KEYNOTE SPEAKERS

Chris Granger

**Senior Vice President,
Team Marketing and
Business Operations**

**National Basketball
Association**



As Senior Vice President, Team Marketing & Business Operations, Mr. Granger is responsible for advising NBA, WNBA, and NBA Development League teams on all aspects of business operations including ticket sales, sponsorship development, customer retention, and marketing.

Mr. Granger also takes a lead role in developing industry-renowned workshops and training sessions for the league's teams, overseeing the creation and delivery of over twenty workshops each year. Prior to running the Team Marketing & Business Operations function, Mr. Granger managed the league's in-house consulting team. These consultants work directly with the teams to help drive revenue, share best practices, and develop talent at the franchise level. During the 2007–2008 season, Mr. Granger's team of consultants achieved positive results across all 3 leagues with increases in gate receipts and sponsorship revenue in the NBA, WNBA, and D-League.

From an operational standpoint, Mr. Granger has taken leadership positions in the relocation of the New Orleans Hornets to Oklahoma City post-Katrina; the premium sales efforts for the 2007 FIBA Tournament of the Americas in Las Vegas; and in the daily staff operations of multiple NBA All-Star Jam Sessions, the league's premier interactive fan event.

Prior to joining the NBA in June 1999, Mr. Granger held leadership positions within the Walt Disney World Company, mainly on the resort side of the business, where he managed the front desk, concierge, guest service, and bell services staffs of various Disney properties, including Disney's flagship resort, the Grand Floridian Resort and Spa.

Mr. Granger received his bachelor's degree from Cornell University and his M.B.A. from Yale. He also spent a year abroad at the prestigious London School of Economics & Political Science. An Indiana native, Mr. Granger now lives in Bronxville, New York with his wife, Jennifer and daughters, Zoe and Megan.

Mr. Plank launched Under Armour (NYSE: UA) in 1995 while playing college football as a special teams captain for the University of Maryland football team. Tired of repeatedly changing the cotton T-shirt under his jersey as it became wet and heavy during the course of a game, he set out to develop a next generation shirt that would remain drier and lighter and consistently perform under the most extreme conditions.

A year of fabric sourcing and product testing resulted in the first Under Armour compression t-shirt and a new category of sporting apparel called performance apparel—a synthetic shirt worn beneath an athlete’s uniform or equipment that provided a snug, second-skin fit that wouldn’t retain moisture or its weight. Since that first prototype, Under Armour products have evolved and expanded to include a wide variety of shirts, shorts, underwear, outerwear, gloves and footwear.

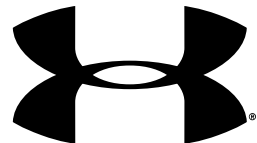
Beyond basic American team sports, Mr. Plank has grown the Under Armour brand globally. The Company’s products are sold worldwide and worn by athletes at all levels—from youth to professional—on playing fields around the globe. The Under Armour global headquarters are located in Baltimore, Maryland, with European headquarters in Amsterdam’s Olympic Stadium, and additional offices in Denver, Hong Kong, Toronto, and Guangzhou, China.

While at the helm of Under Armour, Mr. Plank has been awarded a wide variety of accolades that demonstrate his growing influence within the industry. Mr. Plank, now 37, was most recently ranked #15 on the prestigious “40 Under 40” list in Fortune Magazine based on influence, power and future potential. Mr. Plank also earned a spot in Sports Business Journal’s “40 Under 40” Hall of Fame in 2008, having been counted among a distinguished group of leaders in the sporting goods industry for three consecutive years.

Kevin Plank

Chairman and Chief Executive Officer

Under Armour, Inc.



PANEL DISCUSSIONS

PANEL DISCUSSIONS

Entrepreneurship and Sports

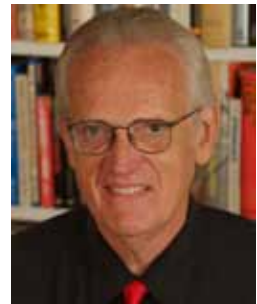
The globalization of sports has created huge opportunities for entrepreneurs, seeking to satisfy the rapidly growing needs and demands of fans and consumers. Despite today's unstable economic climate, entrepreneurs who can fill a market niche can be successful. The panelists will address the unique challenges and opportunities that they face in the sports industry, sharing their observations and lessons learned along the way.

Mr. Munson is a writer and producer at ESPN who specializes in legal affairs and investigations. He reports on violence, greed, gambling, sex, drugs, frauds, celebrity, race, politics, economics, and other issues in the sports industry. He was on the staff of Sports Illustrated from 1991 to 2007. Recent assignments include the Ben Roethlisberger rape allegation, the Plaxico Burress gun prosecution, O.J. Simpson robbery trial, the Michael Vick dog fighting prosecution, the investigation into gambling by an NBA referee, the Duke lacrosse team rape charges, the Tank Johnson gun charges, the Kobe Bryant rape charge, the National Hockey League's labor turmoil, grand jury and Congressional investigations into Roger Clemens and the use of steroids, and various prosecutions of sports bookmaking. He is a frequent commentator on NPR, PBS, Court TV, and other broadcast outlets. He writes a political and sports column for Crain's Chicago Business. He has received numerous awards, and his work has appeared in the series "Best American Sports Writing." He has a B.A. from Princeton University and a J.D. from the University of Chicago Law School. He practiced law before he entered journalism. He lives in Chicago with his wife, Judith, an attorney specializing in international public health issues.

Lester Munson
Moderator

**Senior Writer
and Legal Analyst**

**ESPN.com
and ESPN**



Hank Adams
KSM '96

**Chief Executive
Officer**

Sportvision, Inc.



Mr. Adams is the Chief Executive Officer of Sportvision, Inc., a position he assumed in December 2002. Sportvision is a leader in sports technology, data and content creation. The Company produces content and live TV enhancements on over 3,000 live events all over the world seen by more than 300 million people annually. Events Sportvision enhances include the Olympics, the World Series, the Super Bowl, the NBA Finals, Australian Rules Football, Korean baseball, Japanese League Football, and more.

Sportvision partners with leagues and media entities to create original and cutting-edge TV and new media content for wireless, online and gaming platforms, such as the Emmy Award-winning PitCommand™ and RaceView™ products on NASCAR.com. Sportvision has forever altered the sports landscape with its iconic products such as the “Yellow Line” for football, K-Zone™ and PITCHfx™ for baseball, RACEfx™ for NASCAR, and the “Glowing Puck” for the NHL.

Sportvision was credited by the Sports Business Journal with developing one-half of the top 20 sports TV broadcast innovations since the first live TV sports broadcasts in 1939. The Yellow 1st & Ten was rated as the 7th greatest innovation on ESPN’s Top 100 Innovations in sports. Sportvision has won ten national Emmy Awards, two Horizon Awards and a Bandie for the best interactive TV product.

In addition to building three successful companies, Mr. Adams was awarded Sports Business Journal’s Top Forty under Forty sports executives and Crain’s Chicago Business, Forty Under Forty. Sportvision was a winner of the Ernst and Young Illinois High Tech Award in 2003, as well as being named a Deloitte and Touche Fast Fifty winner (50 fastest growing companies) multiple times. Prior to running Sportvision, Mr. Adams was a co-founder and CEO of Real Fans Sports Network. Mr. Adams built Real Fans into a sports destination site with a focus on “sports from the fans’ perspective.” In 1997, America Online bought Real Fans. Mr. Adams subsequently spun Real Fans out from AOL in 1999 to form Ignite Sports Media, which he subsequently merged with Sportvision in 2002.

Mr. Adams currently serves on the Board of the Chicagoland Entrepreneurial Council and is an investor in multiple high-tech startups. He is also a member of the Chicago chapter of the Young Presidents Organization.

Previously, Mr. Adams worked for Peterson Consulting in Chicago and London as a financial consultant.

Mr. Adams earned an MBA from the Kellogg School of Management at Northwestern University. He is a Colorado native that graduated Magna Cum Laude from the University of Colorado with a BA in History and a BS in Finance. He is married with three sons and lives in Evanston, IL.

Darrel Branch
KSM '05

Founder

**The Branch Out
Group**



Mr. Branch is the founder of Branch Out Group, LLC, a marketing consulting firm that applies traditional branding principles to help build non-traditional brands such as athletes, entertainers, small businesses and entrepreneurs. He is a highly skilled professional with over eighteen years of marketing and sales experience within the consumer products industry. Serving in integral roles within several Fortune 500 Companies such as The Coca-Cola Company, Procter and Gamble and Revlon, Mr. Branch brings an expertise in business that has earned him recognition at the highest levels of industry. He has a passion for marketing and tapping into the unrecognized potential of emerging companies and brands.

Residing in Fort Lauderdale, FL, Mr. Branch is a Certified Executive and Business Coach, a Northwestern University, Kellogg School of Management Executive Scholar, and holds a B.B.A degree in Marketing from James Madison University in Harrisonburg, Virginia. He serves on the Board of Directors for the Broward County YMCA and lends his expertise to many civic organizations such as the Cooperative Feeding Program, the National Urban League, and Junior Achievement.

Mr. Kreiter is the President/CEO of Edge Sports International, Inc. (Edge). In 1994, Kreiter launched Edge, a full-service management, marketing and consulting firm specializing in sports and entertainment. Named “one of the hottest agents in the country,” by the Chicago Tribune, Kreiter’s management style is recognized as the future of agency.

Mr. Kreiter is a registered contract advisor with the National Basketball Players Association (NBAPA) and the Federation of International Basketball Association (FIBA). Edge represents more than 70 basketball players and coaches in 30 countries around the globe.

Some of the top names in sports and entertainment who Mr. Kreiter has advised include Rafer Alston, New Jersey Nets’ point guard; Kendall Gill, 14 year NBA veteran; Ime Udoka, Sacramento Kings forward; Brian Butch, former first team All Big 10 selection; Maciej Lampe, 2003 NY Knicks draft pick and current Maccabi Tel-Aviv center; John Salley, three-time NBA World Champion; Arthur Agee, co-star of the documentary “Hoop Dreams;” Jason Rabedeaux, head coach of Jiangsu in China; Joe Nathan, MLB All Star for the Minnesota Twins; Garrett Jones, 2009 Rookie of the Year nominee Pittsburgh Pirates’ OF; Randy Moss, NFL All-Pro Wide Receiver; Jimmy Shea, 2002 Winter Olympian Gold Medalist; and George Weah, the “Michael Jordan of Soccer” and 1995 FIFA World Player of the Year.

Edge’s unique management approach has been covered by the national media including the New York Times, USA Today, Wall Street Journal, Chicago Tribune, Sports Business Journal, Sporting News, London based Sport Business, NPR News, and ESPN.

Mr. Kreiter is a board member of the Chicago Baseball Museum and Net Worth Sports and Entertainment, LLC, a global business advisory group for professional athletes and entertainers.

Mr. Kreiter is a graduate of the University of Illinois, Champaign-Urbana. He, his wife Julie and their twins Jori and Ryan reside in Northbrook, IL.

Keith J. Kreiter

Founder and CEO

**Edge Sports
International, Inc.**



A career in sports was a natural fit for Chicago native Mr. Krebs. A two-sport athlete and three-time Academic All-Big Ten selection as a quarterback and pitcher at Northwestern University, he combined his passions for sports and business by co-founding TeamWorks Media (TWM) in August 2000. As president of the award-winning sports and entertainment content company, Krebs oversees corporate strategy, sales and business development.

Through Mr. Krebs’ leadership, creative vision and relentless networking, TeamWorks Media’s extensive portfolio of work includes branded entertainment, television shows, documentaries, as well as marketing and PR campaigns for many notable media companies, networks, brands, teams and leagues. Past and current clients include Sports Illustrated, ESPN, Big Ten Network, PBS, Kraft, Coca-Cola, Gatorade, Chicago 2016, the Harlem Globetrotters, the 1985 Chicago Bears, NASCAR, NBA Entertainment, the Major League Baseball Players Association and the Big Ten Conference.

Mr. Krebs helped TeamWorks Media secure a critical relationship with Creative Artists Agency (CAA), Hollywood’s premier entertainment and sports representation firm. TWM is the only sports content company represented by CAA and is considered a valuable link to Chicago’s production scene.

A three-time Midwest Emmy winner, Mr. Krebs is working as executive producer on The Street Stops Here, a documentary film about legendary St. Anthony High School basketball coach Bob Hurley, Sr. that will premiere nationally on PBS in primetime on March 31st.

A Northwestern University graduate with a B.S. in communications studies and a master’s degree from the Medill School of Journalism, Mr. Krebs frequently mentors NU student-athletes. A volunteer youth sports coach and father of three daughters, he is also an active 13-year board member of Girls in the Game, a non-profit organization that provides sports, health and leadership programming for Chicago area girls. Mr. Krebs and his family reside in Glen Ellyn.

Kevin Krebs

Founder & President

TeamWorks Media, Inc.



PANEL DISCUSSIONS

The Business of Sports Sponsorships

The business of sports extends far beyond the field. Sports entities collaborate and partner with corporations, from Fortune 500 to advisory services to event management firms, to develop sponsorship programs that best target specific consumer/fan bases. The panel focuses on showcasing how this complex world of sponsorships works, the opportunities and challenges within the industry, and how the stakeholders stay relevant to their fans.

Ben Shields Moderator

**Associate Director
of Brand and
Fan Strategy**

ESPN

**Co-Author,
The Elusive Fan:
Reinventing Sports
in a Crowded
Marketplace**



Mr. Shields is Associate Director of Brand and Fan Strategy at ESPN, where he currently works on the company's social media efforts. Prior to ESPN, Mr. Shields was at Northwestern University, conducting research and teaching in the areas of sports and entertainment, communication and marketing, and technology. He is the co-author of a book entitled *The Elusive Fan: Reinventing Sports in a Crowded Marketplace* (with Irving Rein and Philip Kotler, McGraw-Hill, 2006) as well as numerous articles and book chapters. Mr. Shields holds a Ph.D. in Media, Technology, and Society from Northwestern.

Mr. Bednar is Senior Vice President and Global Sponsorship Marketing Executive for Bank of America.

In this capacity, Mr. Bednar oversees strategy and activation development for Bank of America's expansive national and regional sponsorship portfolio. This includes the Official Bank of Major League Baseball, Official Bank of NASCAR, Official Bank of the NFL, the Bank of America Chicago Marathon and a number of sponsorship programs that the bank supports throughout the world.

Mr. Bednar joined Bank of America in 2006 after having spent four years as CEO of North America and South America for PRISM, a global agency focused on sponsorship and event strategy and activation, and a member of WPP Group. Prior to PRISM, Mr. Bednar served in leadership roles with Brown-Forman Corporation and General Electric.

Mr. Bednar is a graduate of the United States Military Academy in West Point, N.Y. and earned his MBA from the Harvard Business School. In 2005, he authored the book, *Sponsorship's Holy Grail*, a guide for using Six Sigma in the analysis and execution of sponsorships.



Raymond Bednar

**Senior Vice President
and Global Sponsorship
Marketing Executive**

Bank of America



Mr. Gregovits will begin his sixth season as the Indians Senior Vice President of Sales and Marketing after being named to the position in November 2004.

As Senior Vice President, Sales and Marketing, Mr. Gregovits oversees all aspects of Indians ticket sales (premium seating, seasons, groups and single-game sales), as well as the club's marketing initiatives (advertising, broadcasting, corporate sales, communications and in game entertainment).

This is Mr. Gregovits's second stint with the Indians organization, having previously spent six seasons with the club from 1990 thru 1995 as Director of Ticket Sales, overseeing the sales and operations of the ticketing and premium seating areas. During his first tenure, Mr. Gregovits's efforts helped the Indians set franchise records for both season and group sales as the team made a successful move from Cleveland Stadium to Jacobs Field.

After leaving the Indians he became the Vice President of Sales for the Philadelphia Eagles, where he was responsible for all aspects of ticket sales and premium seating. In 1997, Mr. Gregovits was hired as the Vice President of Marketing and Broadcasting for the Pittsburgh Pirates. In this capacity, he managed all advertising, broadcasting, corporate sales, communications, premium seating and ticket sales.

Most recently, Mr. Gregovits was the Chief Executive Officer of the Island Sports Center at Robert Morris University in Pittsburgh, PA, where he oversaw all aspects of the sports complex operation—including advertising, marketing, facility management, memberships and leagues, retail, and coordination of the Sports Center's use by University athletics.

Mr. Gregovits, 48, holds a Bachelor of Science degree in Business Administration, with a Sport Management Major from Robert Morris University. He is a member of the Board of Directors of the American Cancer Society, a member of the Board of Trustees at Robert Morris University and was elected to Robert Morris University Sport Management Hall of Fame in 2006. Mr. Gregovits began his professional career with the Minnesota Strikers indoor soccer team in 1986, where he worked for one season before joining the Cleveland Cavaliers basketball club as a sales executive.

Mr. Gregovits and his wife, Patty, have two children (Jason, Samantha) and reside in Avon Lake, OH.

Vic Gregovits

**Senior Vice President,
Sales and Marketing**

Cleveland Indians



Rebecca Joslin

Vice President

**IEG Sponsorship Consulting
IEG, LLC**



Ms. Joslin acts as the strategic catalyst for IEG Sponsorship Consulting. In more than a decade at IEG, she has stayed at the forefront of an evolving sponsorship industry and generated successful results for a diverse portfolio of clients—from state fairs to multi-national corporations. Ms. Joslin has a proven ability to identify and directly address her clients' sponsorship issues—whether it's restructuring a property's sponsorship offerings or helping a sponsor clarify its sponsorship objectives.

Ms. Joslin brings this breadth of experience to leading IEG Sponsorship Consulting. She leverages IEG's multitude of resources and capabilities to help her team of sponsorship experts deliver cutting-edge solutions to each client. Working closely with each client team, she asks the tough questions and infuses her insights, all with a laser focus on client success.

IEG works with buyers and sellers in all industries and sectors. A sampling of IEG's sports clients have included Alamo Bowl, Boston Marathon, Chicago Bears, Copa America, Denver Nuggets, EDS Byron Nelson Championship, FIFA World Cup, Indy Racing League, Joe Gibbs Racing, Ladies Professional Golf Association, Major League Soccer, Minnesota Twins, NCAA, NFL, Skate Canada and United States Olympic Committee.

Ms. Joslin earned her B.A. in English from SUNY-Buffalo.

Lawton Logan

Senior Vice President

**Collegiate Properties Host Communications,
IMG College**



Mr. Logan began with HOST in September 2004 as Executive Vice President of Sales and currently manages the sales efforts of HOST's Collegiate and Publishing Groups. Before joining HOST, Mr. Logan was an account manager with WSB Sports Marketing, a division of Cox Broadcasting, where he developed and sold sports marketing programs and promotional extensions for the radio and TV broadcasts of the Atlanta Braves, Atlanta Hawks and the University of Georgia. He has also supervised marketing, staffing and stadium operations for the Colorado Silver Bullets and worked with a public relations firm in Atlanta.

Mr. Logan is a graduate of the University of Richmond and earned his MBA at Georgia State University. Mr. Logan was born and raised in Savannah, GA. He is married and has two children, Alston and Lawton, Jr.

PANEL DISCUSSIONS THE GLOBAL WORLD OF SPORTS

Sport is a global business, crossing cultures and national borders in its search for new audiences, new formats, and, of course, new money. It is not just football, or "soccer," that is on the move: sports such as basketball, boxing, cricket, golf, Formula 1, ice hockey, baseball, rugby, tennis, and more—everyone wants a piece of the action. From fight promoters to club owners, national federations to international governing councils, the decision makers in the world of sport today are faced with the same simple proposition: expand or die. This panel will discuss the implications and challenges of the global context within this industry.

Professor Honack is a Senior Lecturer of Marketing at the Kellogg School of Management where he teaches Services Marketing and Management and developed a Sports Marketing and Management course in 2009. Professor Honack's research focuses on marketing and managing in the "Nanosecond Culture." His lectures emphasize the need to understand the changing global values and dynamics of the six-generations that makeup that culture in today's marketplace—Great Generation, Silent Generation, Baby Boomers, Gen "X", Gen "Y" and even Generation "Z". He discusses the impact that these generational differences make in the marketing of sports, services and products as well as the importance of the different expectations that each of these groups have on management within an organization.

Professor Honack taught Global Initiatives in Management at Kellogg for more than 12 years and consults companies, non-profit organizations and associations about developing sound strategic marketing plans and practices for doing business within other countries and cultures.

He regularly speaks at seminars and conferences, nationally and internationally, on the topics of the nanosecond culture, generational differences, sports marketing, strategic leadership, services marketing, customer service and management, branding, and creative thinking to make change happen. Professor Honack works within organizations like the United States Olympic Committee and its National Governing Boards, Ronald McDonald House Charities and the Harris Bank's non profit leadership program, to name a few.

Before becoming a full-time faculty member in July 2008, Professor Honack was Assistant Dean and Chief Marketing Officer for the Kellogg School. Prior to Kellogg he had more than 20 years experience with the Chicago Sun-Times and Chicago Tribune, where he introduced and was ultimately responsible for all sports marketing and advertising. He has a Kellogg MBA and a Journalism degree from Indiana University.

**Professor
Richard Honack**

**Senior Lecturer
of Marketing**

**Kellogg School of
Management**



Skip Gilbert

**Chief Executive
Officer**

USA Triathlon



Mr. Gilbert is the CEO of USA Triathlon (USAT), the National Governing Body (NGB) for the multisport enthusiast. Since joining USAT in 2005, membership has grown from 52,000 to 132,000 with revenues increasing from \$5.6m to \$10.9m annually. In addition to his role with USA Triathlon, Mr. Gilbert was elected by his peers to Chair the National Governing Bodies Council and the Association of Chief Executives of Sport. He currently is the NGB representative on the USOC Governance Reform Committee, chaired by former NFL Commissioner Paul Tagliabue.

Mr. Gilbert's experience with sports properties includes senior sales and marketing roles with U.S. Soccer, USA Swimming and the Arena Football League. In addition, he has held sales and marketing roles with major consumer magazines such as The Sporting News, Outside and Tennis.

A former two-time collegiate All-American soccer player, Mr. Gilbert had a brief career in the NASL with the Tampa Bay Rowdies and was a member of the 1984 US Olympic-Development team. He lives in Colorado Springs with his wife Jenifer and children Fritz, Austin and Greta.

Gary Hopkins

**Chief Executive
Officer**

G7 Sports

**Author,
Star-Spangled
Soccer**



Mr. Hopkins has a 20 year track record of accomplishments working in the American and International Sports Marketing Industry and in particular the US Soccer Market. Passionate about sports he brings a wealth of corporate business acumen to the industry and has held leading executive roles since 1990. As President and CEO of API Soccer and API Sponsorship based in New York and then Managing Director of Octagon Properties he was responsible for overseeing the Commercial, Marketing and Broadcast rights for the United States Soccer Federation and United States Youth Soccer Association raising millions of dollars in sponsorship revenue and broadcasting over 70 US National Team Mens and Womens games. API was equally a founding member of Major League Soccer and Managing Partner of D.C. United. Mr. Hopkins also spent 5 years representing the United States Track and Field Association generating over \$70m in sponsorship revenue, launching the Golden Spike Tour and acquiring America's leading indoor Track meet the Millrose Games.

As Owner and Publisher of Soccer International Magazine in the early 90s he was integrally involved and party to the development of the sport working alongside US Soccer, Soccer USA Partners and World Cup 94 as they changed the commercial landscape of soccer in the USA. Prior to moving to the USA Gary was a Director of Warwick Sports and Leisure specializing in the turn-around of distressed companies. During his tenure he assisted in the acquisition, development and sale of Quasersports , an apparel and footwear brand endorsed by Gary Lineker and Admiral Sportswear, one time uniform suppliers to the England National Team.

Mr. Hopkins began his career working as sales executive for the Xerox Company in the UK then US Sprint in the USA before gaining his MBA at Warwick Business School in the UK.

As Global Director for Wilson Sporting Goods, Mr. Emrich is responsible for the Brand Marketing for the Wilson, DeMarini, and ATEC brands within Wilson's baseball and softball portfolio. Mr. Emrich's responsibilities include brand positioning, advertising, consumer understanding, product design, in-store promotions, and consumer activation. In addition, Mr. Emrich is responsible for the marketing activation of major partnerships with outside organizations such as Major League Baseball, sponsored collegiate programs, and player organizations such as Little League and the American Softball Association to name a few.

Prior to joining Wilson Sporting Goods in January 2009, Mr. Emrich was a Global Director of Marketing at Newell Rubbermaid in Chicago and the Director of Marketing and Motorsports at Valvoline located in Lexington, Kentucky.

After graduating from the Kellogg School of Management at Northwestern University in 1998, Mr. Emrich spent six years in Brand Management with Procter & Gamble's Beauty Care division as well as two years with Heinz N.A. managing the Classico Pasta Sauce business.

Mr. Emrich lives in Naperville, IL with his wife Carolyn and their three children.



Bryan Emrich
KSM '98

**Global Director
of Marketing—
Baseball/Softball
Brands**

**Wilson Sporting
Goods**



PANEL DISCUSSIONS

MBA Careers in Sports

A career in sports management may be highly sought, but is more often than not difficult to realize. With more and more MBA graduates seeking a job in sports management, the market is competitive and challenging. The panelists will share how they developed their career paths in sports, discuss the value of an MBA in their progression and offer advice to current students seeking to enter sports management.

Roxanne Hori

**Assistant Dean
& Director**

**Career
Management
Center,
Kellogg School of
Management**



Dean Hori is currently the Assistant Dean and Director of the Career Management Center at the Kellogg School of Management. She has served in this position since 1995. Previously she served as an Associate Director in the office from 1988–1993.

Prior to Kellogg she worked in industry, most recently as a Vice President in the Human Resources Department at The Northern Trust Bank. Prior to that she worked for both Arthur Andersen & Co. and Arthur Young & Company.

In addition to her professional work activities, she has also served on the Executive Committees of the National Association of Colleges and Employers (Vice President), Midwest Association of Colleges and Employers (President), Lincoln Park Zoo's Auxiliary Board (Vice President) and Youth Connection (Vice President). Currently, she is serving on the boards for the Forte Foundation and the Chicago Advisory Board for Facing History and Ourselves.

Dean Hori holds a degree in African American Studies. In addition to her professional experiences she is an avid Chicago Blackhawks and overall sports fan.

In August 2008, Mr. Greeley was hired as president of Chicago Fire Soccer. Mr. Greeley oversees the day-to-day business operations and is the top Fire executive leading the strategic planning and overall management of the franchise and stadium. He manages Fire staff, team affairs, marketing, sales and sponsorships, stadium operations, and work with Major League Soccer on related league business matters.

Before joining the Fire, Mr. Greeley had 20 years of experience in the sports industry, most recently, as Principal at DCG Partners LLC, a sports consulting practice he founded. Prior to this, Mr. Greeley ran Kemper Sports Marketing and Communications as Executive Vice President/General Manager of the sports marketing, events, and public relations agency. Mr. Greeley also spent six seasons with the NFL's Chicago Bears, where he was Chief Marketing Officer and Senior Director of Sales & Marketing.

Mr. Greeley worked at Vulcan Sports and Entertainment for more than three years as Vice President of Sales at Action Sports Media, a leading college rights and representation business, and began his time there with the National Basketball Association's Portland Trail Blazers as Director of Corporate Development. Early in his career, he worked with Palace Sports and Entertainment, as well as Compuware Sports Corporation.

Mr. Greeley earned an MBA and B.A. from the University of Michigan. He grew up in Michigan and now lives in suburban Chicago with his wife and two children.

Dave Greeley

President

**Chicago Fire
Soccer Club**



Mr. Hillenmeyer is heading into his eighth season as a linebacker with the Chicago Bears. He attended Vanderbilt University where he graduated Summa Cum Laude with a double major in Economics and Human & Organizational Development. Drafted in the 5th round of the 2003 NFL draft by the Green Bay Packers, Mr. Hillenmeyer became a Bear during the 2nd week of the season after being released from Green Bay. Mr. Hillenmeyer has been the starter at strong-side linebacker for most of the last six years. He has filled in for Brian Urlacher as the middle linebacker in both the 2004 and 2009 seasons. Mr. Hillenmeyer was recognized as the 2007 Comcast Bear of the Year for his work on and off the field.

Mr. Hillenmeyer began serving as the Bears NFLPA player representative in the 2006 season. He takes an active approach to this liaison role between the union and the team, while also serving on several league-wide committees. Those include the Competition Committee, the Commissioner's Advisory Board, and the newly formed Player Safety and Welfare Committee. He is also currently enrolled in his final class at Kellogg, where he will graduate with majors in Management & Strategy, Management & Organizations, and Entrepreneurship & Innovation. Mr. Hillenmeyer's post-football career interests could include broadcasting or management roles within the sports community. Mr. Hillenmeyer is married and lives with his wife Shannon in Winnetka.

Hunter Hillenmeyer

Chicago Bears Linebacker

NFLPA Board Member

**Part-Time MBA Student,
Kellogg School of
Management**



Hussain Naqi
KSM '06

**Director of Business
Planning & General
Counsel**

**New Meadowlands
Stadium Company**



After graduating from Cornell University in 1997, Mr. Naqi spent four years at the National Football League in various capacities, ranging from working as a Player Personnel Analyst advising teams on League personnel and salary cap rules to serving as an Instant Replay Communicator during NFL games. After leaving the NFL in 2002, he joined the NCAA as an Assistant Director of Enforcement where he ran investigations against schools accused of violating NCAA rules. In the fall of 2003, Mr. Naqi joined the Northwestern community as a JD/MBA candidate for the class of 2006. While at Kellogg, Mr. Naqi was co-chair of the Sports Business Club and developed the NFL continuing education program, which is designed to provide practical business skills and concepts to current and former NFL players.

Upon graduation from Kellogg and the Law School, Mr. Naqi joined the inaugural five-person class of Major League Baseball's Executive Development Program, which is an initiative by the Commissioner's office with the stated goal of developing the future leaders of the baseball industry. While at Baseball, Mr. Naqi was involved in projects ranging from developing baseball arbitration cases, to assisting the business development group of the New York Mets as they looked to open Citi Field in 2009.

In May 2008, Mr. Naqi became just the second employee of the New Meadowlands Stadium Company, which is the entity overseeing the construction and eventual operations of the new New York Jets and New York Giants professional football stadium. As the lone lawyer and MBA at the company, he oversees the legal and business affairs of the company. His day-to-day responsibilities include drafting sponsorship and operations agreements, corporate administration documents, assessing and developing guest services programs, and most recently, he was asked to be part of a three-person team overseeing New York and New Jersey's 2014 Super Bowl bid.

Gregory Smith
KSM '93

President

**Smith Sports
International, LTD.**



Mr. Smith founded Smith Sports International, LTD in 1996 after gaining significant experience in consulting to municipalities, leagues, franchises, arenas, and stadiums. His experience with these entities has been especially focused on working with multiple governmental jurisdictions and team owners in market analysis, lease- and financial analysis, securing governmental (policy and/or financial) support, transaction-related negotiations, and general due diligence and negotiations.

In recent years, Mr. Smith served as owners' representative in the development of the Baltimore Ravens' Training Facility; personal advisor to Stephen Bisciotti in his acquisition of the Baltimore Ravens; Chief Operating Officer of the Maryland Stadium Authority; founding President of the Camden Yards Sports and Entertainment Commission; and, as founding partner of two professional sports franchises.

In his roles with the Stadium Authority and the Sports and Entertainment Commission, Greg had day-to-day responsibility for the management of the Camden Yards complex. He oversaw numerous projects, from the feasibility study of a new arena in downtown Baltimore to the attraction of the NCAA Lacrosse Final Four and preparations for the Army/Navy football Game.

Mr. Smith has served as lead consultant for either municipalities or team ownership on many occasions, having played an integral role in securing funding, planning, construction, and/or negotiations related to numerous facilities across the country. These include PNC Park and Heinz Field in Pittsburgh and Safeco Field in Seattle, where he was the lead consultant to Governmental entities in the public/private partnerships formed with the respective teams.

Mr. Smith co-authored, *The Changing Structure of Professional Sports: Economic Trends, Opportunities, and Future Strategies*, which detailed management, marketing, and economic trends in the four major sports leagues. Coverage included *The Los Angeles Times*, *The Chicago Tribune*, as well as interviews on *SportsCenter*, *Outside the Lines*, and *Moneyline*.

Mr. Smith earned a Bachelor's Degree in Finance from Manhattan College. In 1993, Mr. Smith received his MBA from the Kellogg School of Management at Northwestern University, in Management Strategy and Marketing.



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