

# 2024 CONFIRMED AUDIENCE SNAPSHOT

JOB TITLE

ORGANISATION

MARKETING AND CREATIVE	
Athlete Marketing	Roc Nation
Brand Experience Manager	Sage
Chief Growth Officer	WNBA
Chief Marketing and Content Officer	World Rugby
Chief Marketing Officer	Brutus Bone Broth
Chief Marketing Officer	Dallas Mavericks
Chief Marketing Officer	MassMutual
Chief Marketing Officer	Milwaukee Bucks
Chief Marketing Officer	National Basketball Association
Chief Marketing Officer	NHL
Chief Marketing Officer	NJ Devils & Prudential Center
Chief Marketing Officer	PBA & Bowlero Corp
Chief Marketing Officer	Rhode Island FC
Chief Marketing Officer	The Jockey Club
Chief Marketing Officer	United States Tennis Association
Chief Marketing Officer	US Ski & Snowboard
Chief Marketing Officer	WNBA
Chief of Brand and Fan Engagement	United States Olympic & Paralympic Committee
Coordinator, Corporate Communications	NHL
Creative Director	WNBA
Director, Marketing	Cruz Blanca
Director, Marketing	Detroit Tigers
Director, North America Athlete Marketing	Nike Inc.
Director, Sports Marketing	NOBULL
Festivals, Awards and Sponsorships	ESPN Films
Global Consumer Marketing Manager	Mastercard
Global Marketing Director, Smirnoff	Diageo
Global Marketing Manager, Collaborations and Activations	New Balance
Global Sports Marketing Director, Global Football	New Balance
Head of Brand, Jameson	Pernod Ricard
Head of Global Sport Marketing, Basketball	New Balance
Managing Director, Sports and Entertainment Marketing	J.P. Morgan
Managing Partner, Media, Entertainment and Sports	Diversified Search Group
Marketing Director	Cadbury
Marketing Instructor	Schulich School of Business-York University

HEADLINE PARTNERS:



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## ORGANISATION

Marketing Manager, League and Team Partnerships	FanDuel
North America Brand Marketing Head	adidas
Partnership Marketing Manager	Minnesota Timberwolves & Lynx
Senior Director, Brand and Creative	U.S. Soccer
Senior Director, Digital and Content	U.S. Soccer
Senior Director, Marketing	U.S. Soccer
Senior Manager, Entertainment and Creative Content	NHL
Senior Manager, Experiential	Verizon
Senior Manager, Performance Marketing	Carolina Panthers
Senior Marketing and Communications Manager	PixMob
Senior Vice President, Head Local Regional Advertising	Atmosphere
TA Director - Converse, Jordan and North America	Nike Inc.
Vice President of Marketing	Dallas Mavericks
Vice President, Corp Comms	NHL
Vice President, Event Marketing and Ticketing	UFC
Vice President, Group Creative Director	Prudential Financial
Vice President, Media	PBA & Bowlero Corp
Vice President, Social Marketing Strategy	Sinclair / Tennis Channel

## STRATEGY

Chief Executive Officer	AMA Pro Racing
Chief Executive Officer	Harlem Jets
Chief Executive Officer	New York City FC
Chief Executive Officer	Playmaker HQ
Chief Executive Officer	Pro Volleyball Federation
Chief Executive Officer	The Wallet Group
Chief Executive Officer	USA Fencing
Chief Executive Officer	USA Track & Field
Chief Executive Officer	USTA Foundation
Chief Executive Officer	Vipers Pro Basketball
Chief Executive Officer and Founder	Gold Rabbit Sports and Entertainment
Chief Executive Officer, North America	DAZN
Chief Sporting Director	NWSL
Chief Strategy Officer	Chicago Cubs
Co-Founder	Happy Fan
Co-Founder and Chief Executive Officer	FanCompass
Co-Founder and Head of Growth	The Venn Collective

## HEADLINE PARTNERS:



## 2024 CONFIRMED AUDIENCE SNAPSHOT

JOB TITLE	ORGANISATION
Co-President	Mirego
Director, Clio Sports	The Clio Awards
Founder and Chief Executive Officer	4D Sight
Founder and Chief Executive Officer	Freeman Sports Entertainment
Managing Director	Diversified Search Group
President	Gotham FC
President	New Jersey Devils
President	TGI Sport
President and Chief Executive Officer	MSM
President and Chief Executive Officer	US Ski & Snowboard
President and Chief Executive Officer	USA Gymnastics
President and Chief Strategy Officer	FanCompass
President, North America	M&C Saatchi
President, North America	M&C Saatchi
Sport Director	GLANCE
Vice President	Adobe
Vice President	SDIsports
Vice President and Coordinating Director	NHL
Vice President, Business Strategy and Analytics	San Francisco 49ers
Vice President, Customer Experience	Mirego
Vice President, Head of US Operations	Group 1
Vice President, Programming	NHL
Vice President, Strategic Alliances	RISE
Vice President, Strategy	New York Giants
Women's Sports Lead	MATTA
<b>COMMERCIAL</b>	
Analyst, Business Development	Harbour View Equity
Chief Commercial Officer	CONCACAF
Chief Commercial Officer	England & Wales Cricket Board
Chief Commercial Officer	Tampa Bay Buccaneers
Chief Commercial Officer	USTA
Commercial Director	Fulham Football Club
Commercial Director	Liverpool FC
Commercial Director	NFL
Commercial Manager	Prema Racing
Corporate Partnerships Activation Manager	Dallas Mavericks

HEADLINE PARTNERS:



## 2024 CONFIRMED AUDIENCE SNAPSHOT

JOB TITLE	ORGANISATION
Director, Business Development	Sightline Commercial Solutions
Director, Global Sponsorships	Mastercard
Director, North America Sport Sponsorships	Sage
Director, Sponsorship Activation	Major League Baseball Players Association
Director, Sponsorships and Activations	Prudential Financial
Director, Sports Partnership Development	NBC Universal
Executive Director of Engagement and Business Growth	RFU
Fan Engagement Specialist	Monterosa
Global Commercial Director	SailGP
Global Sponsorship Director	Carlsberg
Global Sponsorship Manager	Mastercard
Head of Commercial	Burnley Football Club
Head of Partnerships and Sponsorship	JD Sports
Head of Sponsorships	Toyota
Manager, Brand Partnerships	Opendorse
Regional Sales Director	Atmosphere
Senior Account Executive	Chartbeat
Senior Director, Brand Partnerships	Comcast
Senior Director, Business Development	Rakuten
Senior Director, Content Development and Strategy	ESPN Films
Senior Director, Corporate Partnerships	International Tennis Hall of Fame
Senior Manager, Media Partnerships	United States Soccer Federation
Senior Vice President, Commercial	New York Giants
Senior Vice President, Head of Commercial Development and Media	National Basketball Association
Senior Vice President, Sports, Entertainment and Partnerships	Rakuten
Senior Vice President, Strategic Partnerships	Opendorse
Vice President, Brand Partnerships	International Cricket Council
Vice President, Business Development	Contemporary Productions
Vice President, Business Development	Kollex
Vice President, Consumer Products	U.S. Soccer
Vice President, Global Sports Sponsorship	Citi
Vice President, Head of Business Development	National Basketball Association
Vice President, Local Regional Ad Sales	Atmosphere
Vice President, Partnerships	The Wallet Group
Vice President, Sales	Chartbeat

HEADLINE PARTNERS:



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## JOB TITLE

## ORGANISATION

CULTURE	
Chief Diversity and Inclusion Officer	USTA
Chief Mission Officer	Learn Fresh
Chief of Culture and Inclusion	Baltimore Ravens
Chief of Staff, Athletics	Vanderbilt University
Chief of Staff, Special Advisor to the President	Baltimore Ravens
Chief People and Culture Officer	NWSL
Director, Special Projects and Collaborations	KITH
Head of Cultural Influence	Banana Republic
INVESTMENT	
Advisor	Harbour View Equity
Associate, Investments	Harbour View Equity
Associate, Investments	Harbour View Equity
Chief Revenue Officer	Barnsley FC
Chief Revenue Officer	FC Barcelona
Chief Revenue Officer	NWSL
Investment Officer	UK Government
Managing Director, Capital	Harbour View Equity
Managing Director, Investments	Harbour View Equity
Vice President, Investments	Harbour View Equity
OPERATIONS	
Chief Operating Officer	Eye King LLC
Chief Operating Officer	MLS Players Association
Chief Operating Officer	NFLPA
Chief Operating Officer	Troon Golf
Manager, Season Ticket Services	Chicago Bulls
TECHNOLOGY AND BROADCAST	
Chief Technology Officer	Los Angeles Football Club & BMO Stadium
Chief Technology Officer	MLS
Global Head of Sports and Gaming	TikTok
Vice President, Software Development	Mirego
Coordinator, Sports Broadcasting	WME

### HEADLINE PARTNERS:

