

UCONN SPORT BUSINESS CONFERENCE 2024



Meet Our Team



Dale Erickson
Senior
Chief Executive Officer



Chloe Boule
Senior
Chief Operating Officer



Jackson Greaney
Junior
Chief Marketing Officer



Olivia Ricco
Senior
Human Resources Officer



Will Bonazelli
Junior
Financial Officer

SCHEDULE

8:00 AM Check-Ins Begin & Breakfast

9:00 AM Opening Remarks

9:15 AM Morning Keynote - Faith McCarthy

10:00 AM Workshop #1

Business Administration

Communications

Broadcasting & Production

Sales

11:30 AM Lunch

12:30 PM Afternoon Keynote - Jeff Bennett

1:15 PM Workshop #2

Analytics

Operations

Marketing

3:00 PM Network Briefing in Groups

3:45 PM Closing Remarks

PANELISTS

ESPN

Faith Celeste McCarthy

Jeff Bennett

Ronce Rajan

Daniel Ochs

Eric Sellers

Shay Smith

Kraft Analytics

Molly Hiniker

Sam Marteka

UConn Athletics

Paul Wettemann III

Brenna Sarantides

Craig Cugno

Madison Square Garden

Dylan Kramer

Ben Berliner

HBSE

Sydney Jordan

Providence Bruins

Brett Chaves

New Balance

Ben Armstrong

Brooklyn Nets

Ricky McCollum

Hartford Yardgoats

Tim Restall

New Jersey Devils

Chris Mena

Worcester Red Sox

Joseph Foley

Boston Celtics

Carley Lenahan

New York Islanders

Mike Verna

New England Patriots

Alexandra Francisco

Springfield Thunderbirds

Shae Koharski

NFL

Raphaella Ruiz

Barclays Center

Melissa Corraro

Connecticut Sun

Peter Feeney

Cape Cod Baseball League

Ben Brink

Boston Red Sox

Tyler Scheinblum

KEYNOTE SPEAKERS

Faith Celeste McCarthy, ESPN

Associate Manager, Sport Business Development & Innovation



Faith is currently the Associate Manager of Sports Business Development & Innovation at ESPN. She manages operations, strategy, and experiential across the Sports Business Development & Innovation team, which is responsible for handling new and existing third-party business agreements with a focus on strategic innovation, technology and emerging content partnerships. The team actively manages key partnerships focused on advanced technology that drives best-in-class fan experiences and advances ESPN's market leadership.

Jeff Bennett, ESPN

Vice President, Statistics and Information Group (SIG)

Jeff Bennett is the vice president of ESPN's Stats & Information Group (SIG) and founder of ESPN's Sports Analytics team, which developed Total QBR, Football Power Index and Basketball Power Index, among many other renowned metrics and tools. Currently, SIG encompasses ESPN's Content Research, BottomLine and Stats & Analysis teams. Prior to moving to management, Jeff was a lead researcher on SportsCenter and Baseball Tonight.



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Storrs, CT

5 MINUTES FROM CAMPUS

NEW

Late Night Tendies

YOUR NEW POSTGAME SNACK!

After

Open until

2:00 AM

(Thurs. - Sat.)



The UConn Sport Business Conference is an event created by motivated, dedicated, and sports-minded students of UConn's Sports Business Association's Executive Board. The Conference strives to help all attendees gain real-world knowledge and applicable skills that will provide a foundation to build upon throughout their professional careers. Each year we are thrilled to welcome new students and professionals to our event, as well as returning attendees and mentors who will always be part of our UConn Sport Business Conference Family.

We would like to thank the entire UConn Sport Business Association Executive Board for their continuous support.

We would also like to extend a special thank you to our advisor, Danielle DeRosa, for her continued support and guidance.

Finally, we would like to thank all attendees, speakers, and mentors for making this year's conference our best one yet. We look forward to welcoming you all in the coming years, and wish you all the best of luck in your future career pursuits in sport.

**Thank you for being a part of the
2024 UConn Sport Business Conference!**

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