



**SFIA**  
Sports & Fitness Industry Association

# The Future is Now INDUSTRY LEADERS 2022 SUMMIT

OCTOBER 25-26, 2022

Chicago, IL

## SUMMIT SESSIONS AT A GLANCE

### MONDAY, OCTOBER 24, 2022

6:00 – 7:30 PM Opening Reception

### TUESDAY, OCTOBER 25, 2022

7:30 – 10:30 AM Registration Open

9:30 – 10:30 AM Networking

10:30 – 11:00 AM Welcome & SFIA State of the Industry

11:00 – 11:40 AM The Secrets to Building a Disruptor Brand  
**Wendy Yang:** Former President, *HOKA*

11:45 – 12:15 PM Mega Trends & Consumer Insights  
**Rustom Dastoor:** Executive Vice President, Integrated Marketing and Communications, North America, *Mastercard*

12:15 – 1:30 PM Networking Lunch

1:30 – 2:10 PM What Makes "Hot" New Brands "Hot"  
**Bridget Hunter-Jones:** CEO, *Impact Biosystems*  
MODERATOR: **Alyse Soll:** CEO, *UnderDog Advisory*

2:20 – 3:00 PM Acquiring & Retaining Talent in a Hyper-Competitive Labor Market  
**Katie Carlson:** Vice President, Human Resources, *Brooks Running*  
MODERATOR: **Tierney Remick:** Vice Chair & Co-Leader, Board & CEO Services, *Korn Ferry*

3:00 – 3:30 PM Networking Break

3:30 – 4:00 PM Digital Products, Web 3.0, Crypto, and Beyond  
**Matt Novogratz:** Senior Vice President, Head of Partnerships & Business Development, *Candy Digital*  
**Nick Rend:** Managing Director, Gaming & Esports, *NASCAR*  
MODERATOR: **Marcia Caporn:** Head of Revenue, *Credenza*

4:10 – 4:50 PM How Title IX Changed the Face of Sports and Our Industry  
**Bridget Sponksy:** Executive Director, Marketing, *Ally Financial*  
**Natalie White:** Founder, *Moolah Kicks*

5:30 – 7:00 PM Happy Hour Networking Reception

7:00 – 9:00 PM Dinner & Awards Ceremony | A Conversation with Charlie Cook  
**Featuring:** Charlie Cook, Founder & Contributor, *The Cook Political Report*

9:00 – 11:00 PM Informal Gathering \*Optional

### WEDNESDAY, OCTOBER 26, 2022

6:30 – 7:30 AM Morning Run/Walk \*Optional

7:30 – 8:30 AM Breakfast Buffet

8:30 – 9:15 AM Trends in US Sports Retail  
**Matt Powell:** Senior Industry Advisor, Sports, *The NPJ Group*

9:25 – 10:00 AM NIL: The Intended and Unintended Gamechanger  
**Blake Lawrence:** CEO & Co-Founder, *Opendorse*  
MODERATOR: Julie Hammer: Partner, Chief Engagement Officer, *Mettle+Rise*

10:00 – 10:30 AM Networking Break

10:30 – 11:00 AM The Future of Influence  
**Tom Stockham:** CEO, *ExpertVoice*

11:10 – 11:40 AM Supply Chains: More Disruption Disasters or Sustainable Stability?  
**Vince Iacopella:** EVP Growth & Strategy, *Alba Wheels Up International LLC*

11:40 – 1:00 PM Lunch & Closing Remarks