



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 Keynote Address

Wendy Yang: Former President, Performance Lifestyle Group, *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"

MODERATOR: **Alysse 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: 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 Sponsky: 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 Cooke

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 Best Practices for Brands & Retail in the Internet Age

Matt Powell: Vice President & Senior Sports Industry Advisor, *The NPD Group*

9:25 – 10:00 AM NIL: The Intended and Unintended Gamechanger

Julie Hammer: Partner, Chief Engagement Officer, *Mettle+Rise*

Blake Lawrence: CEO & Co-Founder, *Opendorse*

Casey Schwab: CEO & Founding Partner, *Altius Sports Partners*

10:00 – 10:30 AM Networking Break

10:30 – 11:00 AM Voice of the New Consumer

Tom Stockham: CEO, *ExpertVoice*

11:10 – 11:40 PM 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