

## **BIOGRAPHY**

**Marcia Caporn**, CRO at Credenza, Credenza3.com

Credenza enhances direct-to-fan relationships and creates new digital revenue streams while democratizing blockchain for the common fan.

Marcia is a former pro-athlete and attorney turned sports executive. She specializes in strategy and development in emerging sectors for sports partners in both Australia and the US. At Credenza, she works to bring web3 solutions to sporting properties, and to educate partners on new property rights implications of web3. She is currently building the Home of Women's Sports (in the Metaverse) for Title IX.