



OCTOBER 25-26, 2022 | Chicago, IL

MONDAY, OCTOBER 24, 2022

6:00 – 7:30 PM **Opening Reception** *presented by The NPD Group*

TUESDAY, OCTOBER 25, 2022

7:30 – 10:30 AM **Registration Open**

9:30 – 10:30 AM HiHello Morning Meet Up & Networking

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

Tom Cove: President & CEO, Sports & Fitness Industry Association (SFIA)

Jon Ram: CEO, Clarks; Chairman of the Board, SFIA

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 VP, Integrated Marketing & 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*

Neal Taylor: Interim CEO, *Ida Sports*

Partha Unnava: Founder & CEO, *Lasso Socks*

MODERATOR: **Alysse Soll:** CEO Advisory, *UnderDog Venture Team*

2:20 – 3:00 PM **Acquiring & Retaining Talent in a Hyper-Competitive Labor Market**

Katie Carlson: Vice President, Human Resources, *Brooks Running*

JJ Jelks: Head of People and Culture, *Weiden & Kennedy*

MODERATOR: **Tierney Remick:** Vice Chair & Co-Leader, Board & CEO Services, *Korn Ferry International*

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*

MODERATOR: **Marcia Caporn:** Head of Revenue, *Credenza*

4:10 – 4:50 PM **How Title IX Changed the Face of Sports and Our Industry**

Chloe Lee: Principal Engineer, Advanced Materials, *Wilson Sports Goods*

Bridget Sponsky: Executive Director, Brand and Sponsorship Marketing, *Ally Financial*

Natalie White: Founder & CEO, *Moolah Kicks*

5:30 – 7:00 PM Happy Hour Networking Reception *presented by Merchant Cost Consulting*

7:00 – 9:00 PM **Dinner & Awards Ceremony | Mid-Term Elections Insight in the New Political Landscape**

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 NPD Group*

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

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

Bill Carter: Founder, *Student Athlete Insights*

Kristina Minor: Senior Associate Athletic Director – Compliance & Regulatory Affairs, *Northwestern University Athletics*

Dev Sethi: Director, Student Athletes & Sports Creators, *Meta*

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