



SFIA *The Future is Now*
INDUSTRY LEADERS
2022 SUMMIT

SUMMIT SESSIONS
 AT A GLANCE

OCTOBER 25-26, 2022 | Chicago, IL

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 HiHello Morning Meet Up & 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: **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*
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**
Chloe Lee: Principal Engineer, Advanced Materials, *Wilson Sports Goods*
Bridget Sponksy: Executive Director, Brand and Sponsorship Marketing, *Ally Financial*
Natalie White: Founder & CEO, *Moolah Kicks*
- 5:30 – 7:00 PM Happy Hour Networking Reception
- 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*
 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 Tacopella: EVP Growth & Strategy, *Alba Wheels Up International LLC*
- 11:40 – 1:00 PM Lunch & Closing Remarks