



SFIA **The Future is Now**
INDUSTRY LEADERS
2022 SUMMIT

PRESENTED BY **credova**
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OCTOBER 25-26 | CHICAGO, ILLINOIS





Miles Brazil
Director of Growth Marketing
Credova

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WELCOME TO ILS

Welcome to the Windy City and the 2022 SFIA Industry Leaders Summit, presented by Credova. We are excited to finally be back in person with you, for the first time since 2019, in Chicago. It feels great to be welcoming everyone back, face-to-face, and to be engaging again with our fellow industry folks for the first time in three years.

We have an exciting program in store for you this year. The theme of this year's Summit is: The Future is Now.

As an industry, it is time to stop simply planning for the future... let's own the future. Let's drive innovation. Let's lead in emerging products and categories. Let's develop progressive technologies. Let's elevate the new consumer voice. Let's be the diverse force that represents the NOW. Our Future is NOW... let's own it!

At this year's event, you will hear from some of the top sports and fitness industry experts, providing strategic insights on a variety of topics, including advances in manufacturing, consumer behavior and insights, trade and supply chain, the changing landscape of sports growth and consumption, and more. These experts will help us take our experiences from the past and cross the bridge to the future, now.

We extend our sincere appreciation to SFIA's Presenting Partner, Credova, and to Event Sponsors: Merchant Cost Consulting, The NPD Group, and Re:Build Manufacturing. Also, thank you to our Friends of the SFIA Industry Leaders Summit. Their support allows SFIA to serve you in a variety of ways and provide invaluable ROI to many SFIA companies.

Thank you again for attending the Summit. It is through the active engagement of our industry executives that this event succeeds. We look forward to a productive time here in Chicago - back together again!

Sincerely,

Tom Cove

President & CEO

Sports & Fitness Industry Association

Jon Ram

Chairman of the Board

Sports & Fitness Industry Association



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SUMMIT SESSIONS AT A GLANCE

Monday, October 24, 2022

6:00 - 7:30 PM

Opening Reception

RED SEA/BLACK SEA

Presented by the NPD Group

Tuesday, October 25, 2022

7:30 - 10:30 AM

Registration Open

ATLANTIC
BALLROOM FOYER

Master of Ceremonies:

Kevin Mayer: Partner, *Logan Mayer LLP*
 SFIA Legal Task Force Co-Chair

9:30 - 10:30 AM

HiHello Morning Meet Up

PACIFIC BALLROOM

10:45 - 11:00 AM

Welcome & Opening Remarks

ATLANTIC BALLROOM

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

ATLANTIC BALLROOM

Wendy Yang: Former President, *HOKA*

11:45 AM - 12:15 PM

Mega Trends & Consumer Insights

ATLANTIC BALLROOM

Rustom Dastoor: Executive Vice President, Integrated Marketing and Communications, North America, *Mastercard*

12:15 - 1:30 PM

Networking Lunch

ATLANTIC BALLROOM

1:30 - 2:10 PM

What Makes "Hot" New Brands "Hot" *Presented by Credova*

ATLANTIC BALLROOM

Bridget Hunter-Jones: CEO, *Impact Biosystems*
Ben Sandhu: Co-Founder, *Ida Sports*
Partha Unnava: CEO & Founder, *Lasso*
Alysse Soll (MODERATOR): CEO Advisory, *underdog venture team*

2:20 - 3:00 PM

Acquiring & Retaining Talent In a Hyper-Competitive Labor Market

ATLANTIC BALLROOM

Katie Carlson: Vice President, Human Resources, *Brooks Running*
JJ Jelks: Head of People and Culture, *Weiden & Kennedy*
Torrey Foster (MODERATOR): Vice Chairman, Consumer Markets, *Korn Ferry*

3:00 - 3:30 PM

Networking Break

ATLANTIC
BALLROOM FOYER

3:30 - 4:00 PM

Digital Products, Web 3.0, Crypto, and Beyond

ATLANTIC BALLROOM

Erin Griffin: Vice President, Marketing & Communications, *Riddell*
Rob McCutcheon: Director, Digital Innovation and Ecosystems, *Gatorade*
Dan Moriarty: Vice President, Marketing, *Chicago Bulls*
Marcia Caporn (MODERATOR): Head of Revenue, *Credenza*



Scan for program,
agenda, survey,
and attendee list

SUMMIT SESSIONS AT A GLANCE

Tuesday, October 25, 2022

4:10 - 4:50 PM

ATLANTIC BALLROOM

How Title IX Changed the Face of Sports and Our Industry

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

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

Natalie White: Founder & CEO, *Moolah Kicks*

Peggy Kusinski (MODERATOR): Sportscaster & Podcast Host, *ESPN 1000*

5:30 - 7:00 PM

RED SEA/BLACK SEA

Happy Hour Networking Reception

Presented by the Merchant Cost Consulting

7:15 - 9:00 PM

ATLANTIC BALLROOM

Dinner & Awards Ceremony / Midterm Elections Insight in the New Political Landscape

Charlie Cook: Founder, *The Cook Political Report* & Political Analyst, *National Journal*

9:00 - 11:00 PM

FIRELAKE GRILL HOUSE

Informal Gathering at FireLake Grill House **Optional*

Wednesday, October 26, 2022

6:30 - 7:30 AM

HOTEL LOBBY

Morning Walk **Optional*

7:30 - 8:30 AM

ATLANTIC BALLROOM

Breakfast Buffet

8:30 - 9:15 AM

ATLANTIC BALLROOM

Trends in U.S. Sports Retail

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

9:25 - 10:10 AM

ATLANTIC BALLROOM

NIL: The Intended and Unintended Gamechanger

Bill Carter: Founder, *Student-Athlete Insights*

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

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

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

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

10:10 - 10:30 AM

ATLANTIC BALLROOM FOYER

Networking Break

10:30 - 11:00 AM

ATLANTIC BALLROOM

The Future of Influence

Tom Stockham: Former CEO & Current Advisor, *ExpertVoice*

11:10 - 11:40 AM

ATLANTIC BALLROOM

Supply Chains: More Disruption Disasters or Sustainable Stability?

Vince Iacopella: EVP Growth & Strategy, *Alba Wheels Up International LLC*

11:40 AM - 1:30 PM

ATLANTIC BALLROOM

Lunch & Closing Remarks

ABOUT

The Sports & Fitness Industry Association is your partner in sports and fitness.



The SFIA mission is to promote sports and fitness participation and industry vitality. Our purpose is to support our member companies and promote a healthy environment for the sporting goods industry by providing thought leadership, advocacy and public affairs, research, and member services.

**We are focused around four pillars of products and services.
Click the button to learn more.**

THOUGHT LEADERSHIP

ADVOCACY

MEMBER SERVICES

RESEARCH

To learn more about SFIA, visit sfia.org.

BOARD OF DIRECTORS

SFIA EXECUTIVE COMMITTEE

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Chairman of the Board



Mike Zlaket



Dan Arment

Immediate Past Chairman



Jennifer Bendall



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Chief Executive Officer

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Roman Oben



Vice President, Football Development & Strategy



Dan Sheridan



President & COO



Tom Cove

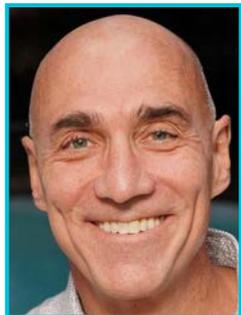


President & CEO



BOARD OF DIRECTORS

Terry Babilla



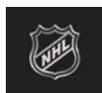
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Kim Davis



Sr. Vice President, Social Impact, Growth & Initiative & Legislative Affairs



Melissa Dawson



President



Mike Dowse



Former CEO & Executive Director



Dave Elliott



President



Jeff Fiorini



Chief Executive Officer



Rawleigh Grove



Vice President & General Counsel



Ray Hilvert



Vice President, Global Sports Marketing



Scott McDonald



Chief Executive Officer



Neil Morton



Chief Executive Officer



Michael Schroeder



Sr. Vice President, Sales, North America



Laura St. George



Executive Vice President, Sales and Marketing



Kurt Tandan



Senior Director of Corporate Affairs & Associate General Counsel



Marco Zambianchi



President, North America



SFIA COMMUNITY PRO DEAL MARKETPLACE

SFIA and ExpertVoice are creating a community marketplace for employees of SFIA member companies to enable them to have preferred access to sports and fitness products from participating SFIA member companies.

Employees of SFIA member companies will receive discounts off any product put on the community marketplace.

**LAUNCHING
JANUARY 2023!**

HOW IT WORKS:

SFIA member companies who manufacture sports and fitness products will have an enhanced way to recognize the value of industry professionals and to get them more first-hand experience with their products.

SFIA member company employees will have a simple, unified marketplace to verify their industry credentials and get discounted access to sports and fitness products from many member companies.

For more information on how you can participate, contact Matt Ford at matt.ford@expertvoice.com.



Retail Rebalances

as Consumers Return
to **Work, School,**
and **Play**

[Learn more >](#)

Questions?
Contact julia.day@npd.com



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SUMMIT SESSIONS

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

**All general Summit sessions will take place in the Atlantic Ballroom*

9:30 - 10:30 AM HIHELLO MORNING MEET UP & NETWORKING

10:45 - 11:00 AM WELCOME & OPENING REMARKS

Speakers:

- Tom Cove: President & CEO, *Sports & Fitness Industry Association (SFIA)*
- Jon Ram: Chief Executive Officer, *Clarks*; Chairman of the Board, *SFIA*

Master of Ceremonies: Kevin Mayer: Partner, *Logan Mayer LLP*; SFIA Legal Task Force Co-Chair

11:00 - 11:40 AM THE SECRETS TO BUILDING A DISRUPTOR BRAND

During her six years as the President of HOKA, Wendy Yang grew the company into one of the fastest-growing performance brands in history. She attributes her success to listening to the informed consumer. Hear more secrets to building a breakthrough disruptor brand through authenticity and insights from one of the industry's top leaders.

Speaker:

- Wendy Yang: Former President, *HOKA*

11:45 AM - 12:15 PM MEGA TRENDS AND CONSUMER INSIGHTS

Understanding the trends and consumer insights can position us to react, but disrupting the trends and shaping the insights can position us to lead! In this session, we dive into the data and the trending insights we are seeing across the consumer landscape. Using the massive bank of consumer purchase information that only Mastercard could collect, Rustom will then go deeper, with a focus on being disruptive marketers to push ahead of those trends now and into the future

Speaker:

- Rustom Dastoor: Executive Vice President, Integrated Marketing & Communications, North America, *Mastercard*

12:15 - 1:30 PM NETWORKING LUNCH

1:30 - 2:10 PM WHAT MAKES “HOT” NEW BRANDS “HOT”

Presented by Credova

The dynamic and fast-paced emergence of innovation, new brands, and new services makes for exciting change and opportunity for the industry and the consumers. But what makes these new companies successful? Why do some thrive while others are still searching for relevance? Let us dive into a fun discussion with some fairly young brands to understand – what makes a “hot” new brand “hot?”

Moderator: Alysse Soll: Chief Executive Officer Advisory, *underdog venture team*

Speakers:

- Bridget Hunter-Jones: Chief Executive Officer, *Impact Biosystems*
- Ben Sandhu: Interim Co-Founder, *Ida Sports*
- Partha Unnava: CEO & Founder, *Lasso*

2:20 - 3:00 PM ACQUIRING AND RETAINING TALENT IN A HYPER-COMPETITIVE LABOR MARKET

The fallout from the “Great Resignation” has impacted companies large and small across all industries. Hiring managers face new challenges to attract and retain talent, from early career roles up through the executive ranks. Join this group of top HR professionals to learn about issues that are keeping those in charge of people and culture up at night, such as navigating the change management process, managing remote work environment expectations, escalating salary demands, recruiting diverse talent, and more.

Moderator: Torrey Foster: Vice Chairman, Consumer Markets, *Korn Ferry*

Speakers:

- Katie Carlson: Vice President, Human Resources, *Brooks Running*
- JJ Welks: Head of People and Culture, *Weiden & Kennedy*

3:00 - 3:30 PM NETWORKING BREAK



3:30 - 4:00 PM DIGITAL PRODUCTS, WEB 3.0, CRYPTO, AND BEYOND

The future of digital products is happening in real-time. Hear from leading innovators in the space to discuss how emerging digital products, technologies, and services must be transformative and relevant to the growth of the business, the desires and needs of the consumers, and the expectations of the evolving sports participant, fan, and consumer.

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

Speakers:

- Erin Griffin: Vice President, Marketing & Communications, *Riddell*
- Rob McCutcheon: Director, Digital Innovation and Ecosystems, *Gatorade*
- Dan Moriarty: Vice President, Marketing, *Chicago Bulls*

4:10 - 4:50 PM HOW TITLE IX CHANGED THE FACE OF SPORTS AND OUR INDUSTRY

As we honor the 50th anniversary of Title IX, let's highlight the progress women have made in the industry, both on and off the field. As importantly, let's discuss the future that Title IX presents to women's sports and the businesses that support them. Where are the future opportunities to unlock growth in participation, build investments from brands and media, and connect with new and evolving demands from the female consumer? Leading female executives will lean in on what Title IX looks like after 50.

Moderator: Peggy Kusinski, Sportscaster & Podcast Host, *ESPN 1000*

Speakers:

- Chloe Lee: Principal Engineer, Advanced Materials, *Wilson Sporting Goods*
- Bridget Sponsky: Executive Director, Brand & Sponsorship Marketing, *Ally Financial*
- Natalie White: Founder & CEO, *Moolah Kicks*

5:30 - 7:00 PM HAPPY HOUR NETWORKING RECEPTION

Presented by Merchant Cost Consulting

7:15 - 9:00 PM DINNER & AWARDS CEREMONY

MID-TERM ELECTIONS INSIGHT IN THE NEW POLITICAL LANDSCAPE

Charlie Cook is one of the most authoritative analysts of US elections – an exceptionally trusted and respected voice on the American electorate. In this session, Charlie will look ahead to the 2022 midterm elections and beyond. As the political landscape quickly evolves, Charlie will provide a glimpse into the future and provide sports leaders with tips on how to navigate the political terrain.

Speaker:

- Charlie Cook: Founder and Contributor, *The Cook Political Report*

9:00 - 11:00 PM OPTIONAL INFORMAL GATHERING *FireLake Grill House*

SUMMIT SESSIONS

Wednesday, October 26, 2022

6:30 - 7:30 AM OPTIONAL MORNING WALK

7:30 - 8:30 AM BUFFET BREAKFAST

8:30 - 9:15 AM TRENDS IN US SPORTS RETAIL

Back by popular demand! Join Matt Powell, one of the most respected and widely followed analysts in the country on U.S. sports product industry retail, brands, trends, and forecasts, for our morning session as he shares the highlights and insights on U.S. retail and consumer behaviors from the first half of 2022. Matt will then do a deeper dive into the specific sports product trends, how they are impacting the industry now, and how they will shape the future of sports retail and product innovation. As a long-time NPD veteran, Matt brings a unique experience and skill set to identify trends and highlight potential industry shifts.

Speaker: Matt Powell: Senior Industry Advisor, Sports, *The NPD Group*

9:25 - 10:10 AM NIL: THE INTENDED AND UNINTENDED GAME CHANGER

Name Image Likeness (NIL) continues to be a hot topic that fuels discussion and debate from all ends of the spectrum. It has undoubtedly changed the financial landscape for a number of young student-athletes. It has unlocked opportunities for new business models creating a new marketplace in collegiate sports. But, has the impact been positive for all stakeholders? We will have a real and honest discussion on the merits and challenges of NIL, including how it affects high school and college sports participation and experience, the best strategies for sports products companies to engage, and what role the industry can play now to ensure the future of NIL is positive and good for business

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

Speakers:

- Bill Carter: Founder, *Student-Athlete Insights*
- Blake Lawrence: Co-Founder and CEO, *Opendorse*
- Kristina Minor: Senior Associate Athletic Director - Compliance & Regulatory Affairs, *Northwestern*
- Dev Sethi: Dev Sethi: Director, Student Athletes & Sports Creators, *Meta*

10:10 - 10:30 AM NETWORKING BREAK

10:30 - 11:00 AM THE FUTURE OF INFLUENCE

Are you confident about the time and money you are spending on marketing? Is it really influencing your customers and growing your business? Learn how leading brands ensure that the influential content, conversations and recommendations customers trust improves performance in every channel.

Speaker:

- Tom Stockham: Former CEO & Current Advisor, *ExpertVoice*

11:10 - 11:40 AM SUPPLY CHAINS: MORE DISRUPTION DISASTERS OR SUSTAINABLE STABILITY?

The fragility of supply chains was exposed by COVID-19 as factories and ports closed, shipping slowed, containers were abandoned, and demand for products shifted. The pandemic adversely impacted everything from the availability of raw materials and product inputs, to labor issues at factories and ports, to shortages of truck drivers and containers. What does the future hold? How will shipping reform help and when? What is the impact of West Coast labor talks? This much-anticipated supply chain analysis will address these questions and more.

Speaker:

- Vince Iacopella: Executive Vice President, Growth & Strategy, *Alba Wheels Up International LLC*

11:40 AM - 1:30 PM CLOSING REMARKS & LUNCH



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SPEAKER PROFILES



Marcia Caporn / Head of Revenue, Credenza

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.



Katie Carlson / Vice President, Human Resources, Brooks Running

Since 2012, Katie Carlson has been empowering Brooks' global workforce and supporting the organization's purpose to inspire everyone to run their path. In her role, Katie fosters the company's unique culture by building exceptional leaders and teams that execute to achieve Brooks' strategic objectives. Katie and her team design one-of-a-kind employee programs, experiences, and systems to enable business scale and thriving employees. Prior to Brooks, Katie held a variety of HR roles at companies such as Clarisonic, Trubion Pharmaceuticals, GlaxoSmithKline, and Onyx Software Corporation. Katie is also currently on the Board of Directors for Camber Outdoors. Katie earned a bachelor's degree in mechanical engineering from Gonzaga University.



Bill Carter / Founder, Student-Athlete Insights

Bill Carter is a sports industry veteran, having advised companies including Pepsi, Gatorade, and Converse on their sponsorships of some of the biggest athletes in the world, including Michael Jordan, Dale Earnhardt Jr., and Shaun White. He is the former founder of the sports agency Fuse, and a Sports Business Journal Forty Under 40 Award Winner. In 2020, he launched Student-Athlete Insights, which consults with brands, agencies, and sports organizations on NIL. Bill's NIL Academy consists of on-demand courses for parents, student-athletes, coaches, and administrators. He teaches NIL in College Sports at the University of Vermont's Grossman School of Business.



Charlie Cook / Founder, The Cook Political Report & Political Analyst, National Journal

Charlie Cook is widely regarded as one of the nation's leading authorities on U.S. elections and political trends. He founded the independent, non-partisan "Cook Political Report" in 1984, serving as Editor and Publisher for 37 years, stepping down in 2021 and transitioning ownership and management of the venerable newsletter to Amy Walter. Charlie remains with the renamed "Cook Political Report with Amy Walter" as a contributor. In addition to lecturing, Charlie continues to write his weekly column for the National Journal and serve as a political analyst for both the National Journal and for NBC News. He is also a co-author of the 2020 and 2022 editions of *The Almanac of American Politics*.



Tom Cove / President & CEO, SFIA

Tom Cove is the President and CEO of the SFIA, where he represents the interests of more than 500 leading manufacturers, brands, licensors, distributors, and retailers of athletic equipment, footwear, and apparel. Tom directs SFIA initiatives to promote sports participation and safety, health and fitness, international trade, and product standards, and serves as a liaison to international and national sports federations and government agencies. Tom also oversees the sports industry's premier research facility and appears regularly in national media and before Congress on the state of youth sports and physical activity trends in America. Tom was named CEO in 2005 after 13 years of building SFIA's advocacy and public affairs programs in D.C. Prior to SFIA, he served on the staff of the U.S. Drug Enforcement Administration, United States Senate, and as a Presidential Management Fellow.



Rustom Dastoor / Executive Vice President, Integrated Marketing & Communications, North America, Mastercard

Rustom Dastoor leads the marketing and communications function across North America, with a focus on establishing Mastercard as the world's most innovative payments technology company. He is also a member of Mastercard's North America Leadership Team and the Global Marketing & Communications Leadership Team. Rustom harnesses an integrated, digital-first marketing mix to demonstrate their value in bringing the power of connected commerce to life. He also helps deliver on Mastercard's commitment to being a Force for Good, focused on advancing on Mastercard's ESG goals in the areas of building a sustainable planet and driving more diverse and inclusive business practices, internally and externally. Prior to his present role, Rustom led marketing and communications in Asia Pacific.



Torrey Foster / Vice Chairman, Consumer Markets, Korn Ferry

Torrey Foster brings 25 years of executive search and leadership advisory experience to his client base at Korn Ferry, leading senior-level executive search and leadership succession engagements, principally at the CEO, Board, and President levels. He is known for his consultative engagement with clients as demonstrated through countless long-term client relationships. Prior to Korn Ferry, Torrey was with another global firm, where he served in a variety of leadership roles including Americas Region Leader, Global Consumer Markets Practice Leader, Global Consumer Products Sector Leader, Managing Partner US Central Region, and Managing Partner of the Chicago office. He has also led numerous global account relationships with organizations in the Fortune 500, mid-cap, family-owned, and private equity portfolio company arenas.



Erin Griffin / Vice President, Marketing & Communications, Riddell

Erin Griffin serves as Vice President of Marketing and Communications for Riddell, the senior-most position for these functions at Riddell. Her responsibilities include leading the company's integrated marketing efforts and all aspects of communications. She is a member of Riddell's executive leadership team and reports to the President and CEO, Dan Arment. Erin is also Vice President of Corporate Communications for Riddell's parent company, BRG Sports. Throughout her over 10 years with Riddell, Erin has played an integral role in navigating communications and marketing challenges associated with the brand and sport of football. Under her leadership, Riddell has been further positioned as the industry leader in football innovation, generated favorable media coverage and consumer sentiment, transformed into a more customer-centric brand, and built goodwill within the football community.



Julie Hammer / Partner, Chief Engagement Officer, Mettle+Rise

Julie Hammer is a college athletics innovator and administrator, whose expertise cuts across a broad spectrum of higher education, from the conference level to the university setting, from public relations to career coaching. Julie spent more than 15 years at Northwestern University in roles including sports administration, career designing, curriculum creation, events, letter winner engagement, and public relations, as well as donor, alumni, and employer relations. Julie is currently an instructor in Quinnipiac's School of Business' Sport Management program, following several years as an instructor and thesis advisor in Northwestern's Master's in Sports Administration Program.



Bridget Hunter-Jones / CEO, Impact Biosystems

As CEO, Bridget Hunger Jones has set out to revolutionize the health and fitness space by creating adaptive, personalized recovery for long-term performance. As an engineer at heart, Bridget received her first patent at age 16 and went on to MIT to get a degree in Mechanical Engineering. Her career began at Sonos, where she started in product development and then moved into project management. Impact Biosystems, though, is where Bridget got the chance to combine her skills in engineering, product vision, and management with her passion for running, yoga, and overall health and wellness - all to create something that has never been done before - the first advanced muscle scanning technology.



Vince Iacopella / Executive Vice President, Growth & Strategy, Alba Wheels Up International LLC

For over 30 years, Vince has managed global customer relationships in Transpacific markets with cross-border imports and exports considered trade-sensitive for government agencies, such as CBP, FDA, and others. Vince's team is responsible for efforts in growth & development and new service lines. Vince is a licensed Customs Broker and past president of the LA Customs Brokers and Forwarders Association and Chairman of the Pacific Coast Council of Customs Brokers and Freight Forwarders. In March 2013, Vince was appointed to the 13th Commercial Customs Advisory Committee for Customs and Border Protection. He served on the 14th COAC as Trade Co-Chair, as Chair of the District Export Council of Southern Council, and on the Board of the LA Area Chamber of Commerce, and on the Board of Governors of the American Association of Exporters and Importers.



SPEAKER PROFILES



JJ Jelks / Head of People and Culture, Weiden & Kennedy

As the Head of People & Culture, JJ oversees all facets of Human Resources. Nothing short of a Powerhouse, JJ also serves as a Major in the Army Reserves within the Inspectors General Office at the U.S. Southern Command based in Miami, FL. She is Founder of Ottawa Park HR Advisory, an organization that shares "out of the box" human resources solutions with culturally woke and outwardly progressive companies. Ottawa Parks' most noted client list currently includes retail brands such as Aimé Leon Dore, Studio Butch, and American professional soccer player, Sean Johnson. JJ has extensive experience in the world of HR and sports, previously serving as Head of Human Resources at Excel Sports Management, NYC Football Club, NJ Devils/Prudential Center, and Brooklyn Sports and Entertainment.



Peggy Kusinski / Sportscaster & Podcast Host, ESPN 100

Peggy Kusinski is a seasoned 25-year reporter in the fast-paced, demanding arena of broadcast sports in Chicago; recognized locally and nationally as a pioneer and groundbreaker. Peggy has been awarded two National Emmy Awards, 10 Midwest Emmy Awards, the Ring Lardner Broadcast winner 2019, National Sportscasters Association, Edward R. Murrow Award, Peter Lisagor Award, Associated Press Award, Jack Quinlan Award, and a Cable Ace Award. Peggy has excellent communication, contacts, and storytelling, relating to both the interview subject and the audience. She believes in digging deep and daring to be different to tell memorable stories in the crowded world of sports media.



Blake Lawrence / CEO & Co-Founder, Opendorse

Blake Lawrence is the Co-Founder and CEO of Opendorse, the athlete's Name, Image and Likeness (NIL) company since 2012. The preeminent expert on athlete branding, marketing, and NIL, he has been helping athletes understand, build, protect, and monetize their NIL value for the past decade. Blake and his Co-Founder, Adi Kunalic, are two-time entrepreneurs having started Hurrdat, a digital marketing agency, in 2010. Prior to his journey as an entrepreneur, Blake was a star football player at the University of Nebraska, before his career was cut short due to recurring concussions. Rather than mourn the end of his on-field career, Blake finished his BA and earned his MBA at Nebraska, then dove head-first into the business world, with the vision of helping every athlete.



Chloe Lee / Principal Engineer, Advanced Materials, Wilson Sporting Goods

Chloe Lee's work focuses on designing new ball products with an emphasis on sustainable process and product innovation. In her four years with Wilson, she has developed and released several new products in the racquet space, including the Trinita and Trinita Pro tennis balls, the Tru32 and Pro32 pickleballs, and the Roland Garros tennis ball line. She has also been active within Wilson Pact, the Culture Creation Team, and moderates company-wide quarterly meetings. Chloe graduated in 2018 with a Materials Science and Engineering degree from Rutgers University, where she was also a member of the Division 1 Big Ten women's tennis team. Chloe is working towards her MBA at Kellogg-Northwestern School of Management part-time, majoring in Management Science with a specialization in Sustainability and Diversity, Equity, and Inclusion.



Kevin Mayer / Partner, Logan Mayer LLP; SFIA Legal Task Force Co-Chair

Kevin Mayer is a founding partner and civil trial attorney in Logan Mayer LLP in Los Angeles and San Francisco. He is also a founder and long-time Co-Chair of the SFIA's Legal Task Force. Kevin has litigated and tried cases in multiple federal and state courts, as well as before government agencies and administrative bodies. He has an active counseling practice, representing clients facing regulatory and OSHA enforcement at both the state and federal level. Throughout his career, Kevin has represented clients in the sports and fitness, technology, oil and chemical, energy, medical device, real estate, and industrial and consumer products industries. A life-long athlete, coach, and fitness enthusiast, Kevin left the "Big Law" environment after 38 years to start his own firm to better serve the needs and goals of his clients in their personal, family, and business endeavors.



Rob McCutcheon / Director, Digital Innovation and Ecosystems, Gatorade

Rob McCutcheon is the Director of Digital Innovation & Ecosystems at Gatorade, where he is responsible for navigating today's ever-changing digital landscape and future-proofing the brand's approach to engaging athletes. Rob has been with Gatorade in a variety of roles since 2017. Currently, he is leading a first-of-its-kind digital experience that will bring personalized recommendations to fuel everyday athletes, by democratizing sports science previously reserved for elite professional athletes. Rob has previously worked as a Group Innovation Director at VML and as a Technology Consultant at Razorfish New York. Rob earned his B.A. in Philosophy from Kenyon College and a M.S in Integrated Marketing from NYU.



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

Kristina Minor currently serves as Northwestern's Senior Associate Athletics Director for Compliance and Regulatory Affairs. In her role, she oversees the Athletics Compliance Office and serves as the sport administrator for men's and women's tennis. Additionally, she collaborates with Northwestern's Office of Government Relations, General Counsel, and University Compliance to implement policies and procedures to facilitate compliance with federal, state, NCAA, and institutional regulations. After four years as a tennis student-athlete at the University of Illinois and earning her law degree, Kristina began her professional career at the NCAA, Big Ten Conference, and Rutgers University prior to Northwestern.



Dan Moriarty / Vice President, Marketing, Chicago Bulls

Dan Moriarty is Vice President of Marketing for the Chicago Bulls. Dan has worked for the Bulls since 2016 in various marketing roles. Prior to the Bulls, Dan was the Director of Digital Strategy & Activation for Hyatt Hotels Corporation from 2011 to 2016. In this role, he led the global social team and was responsible for increasing Hyatt's presence on social media, wrote and published the company's "Global Social Book" and changed the agency model away from AORs to a project-based system. Dan completed a Kellogg Chief Marketing Officer Program at Northwestern University - Kellogg School of Management in 2015. He also studied User Experience Design at The Starter League and attended St John Payne. His undergraduate degree is in Business Management from the University of East Anglia.



Matt Powell / Senior Industry Advisor, Sports, The NPD Group

Matt is the Senior Sports Industry Advisor for the NPD Group. Matt has more than 40 years of experience in the retail industry, more than 35 years in the sporting goods industry, and has spent more than 30 years as a sports industry analyst. He is widely regarded by the sports industry as the sports goods and athletic shoe expert, frequently making presentations to senior executives of athletic retailers and brands, and writing the "Sneakernomics" blog for NPD. Matt is often quoted as an industry expert in major business publications and has over 27,000 LinkedIn connections - being one of the top 1% most viewed profiles on the platform.



Jon Ram / Chief Executive Officer, Clarks

Jon Ram has served as a member of SFIA since 2015 and was elected Chairman of the Board in 2021. He is CEO of C&J International Limited (Clarks), a leading global footwear company. Prior to joining Clarks, he was Group President, Global Activewear at HanesBrands, Inc., where he led the growth of the global activewear business across multiple brands and businesses. Before that, Jon spent 16 years at New Balance, where over time he ran the LATAM, EMEA, and North American businesses. Jon also spent his early career in sports marketing with roles at MLB Properties, NHL Players' Association, and the NBA. Jon has a Bachelor of Commerce from Concordia University, Montreal, Canada, and an M.B.A from F.W. Olin Graduate School of Business, Babson College, Wellesley, MA.



Dev Sethi / Director, Student Athletes & Sports Creators, Meta

Dev is the Director of Student Athletes & Sports Creators at Meta. He oversees partnerships and programs across the sports ecosystem, focusing on the needs and opportunities facing student-athletes and creators who shape the culture of sports on Meta's platforms. Prior to this role, Dev was the Head of Sports at Instagram, supporting leagues, teams, media partners, and athletes. From 2016-2018, Dev was the first Chief of Staff at Complex. He previously led partnerships and operations at the sports media company Team Whistle from 2013-15. He began his career working in partnerships and business development at YouTube and Google.



SPEAKER PROFILES



Alysse Soll / CEO Advisory, UnderDog Venture Team

Alysse Soll is the CEO of underdog advisory, the investment arm of the underdog venture team. In this role, she leads the efforts in sourcing, investing, advising, and fundraising for startups across the sports ecosystem, with a mission to support female and BIPOC founders. Alysse is a 17-year NHL veteran, launching the San Jose Sharks in 1990, where she pioneered fan acquisition platforms adopted by all NHL teams and other professional leagues. She launched and led the Fan Development Department and later, the NHL's first marketing department. Alysse is an Angel investor, capital fundraiser, and M&A for sports tech startups. She is a certified representative with Omnicap, LLC Broker/Dealers. Alysse is a Cornell University graduate with a BA in Japanese Studies and Harvard Business School, Advanced Management. As a former athlete, world-class figure skater, and varsity ice hockey player, she knows a thing or two about discipline, grit, patience, and practice.



Bridget Sponsky / Executive Director, Brand and Sponsorship Marketing, Ally Financial

Bridget Sponsky leads a team with responsibility for the strategic direction and execution of the Ally brand, sponsorships and partnerships, and a focus on multicultural marketing, driving a diverse and inclusive culture. Prior to joining Ally in October 2008, Bridget held various positions at several advertising agencies including Young & Rubicam, Doner, and Campbell-Ewald in the areas of brand and retail advertising, experiential, and sports and entertainment marketing. As an Ally LEADING the Way award recipient, serving as an example of leadership, she consistently demonstrates a commitment to support Ally, her customers, and her colleagues. She is a champion for women in sports and is focused on creating more opportunity and equity for women athletes. Bridget earned a bachelor's degree in advertising from Michigan State University.



Tom Stockham / Former CEO & Current Advisor, ExpertVoice

Over his 25 years as an entrepreneurial executive, Tom has led several high-growth, industry-defining companies. Always a passionate champion of disruptive technologies, Tom began his career as an associate at BCG, where he was immersed in the transformational shift to "big box" retail. He later served as president of Ticketmaster.com (LYV), where he helped lead the market's transition to online ticketing. Then, as CEO of Ancestry.com, he built one of the internet's first and largest online content subscription businesses. Serving as ExpertVoice's CEO until last month, and now as a Senior Advisor, Tom leads the team in pioneering a new influencer marketing category that's transforming retail commerce. He is devoted to creating better buying experiences for brands, retailers, and consumers through a platform that elevates the authentic experts creating better content and making trusted recommendations.



Ben Sandhu / Co-Founder, Ida Sports

Ben Sandhu has spent his career advising startups and accelerators in both the UK and Australia before joining Ida Sports. He is passionate about using business as a force for social change, most recently as Adjunct Professor at Monash University's Business School. He was a semi-professional cricketer who deeply understands the athlete experience, helping Ida land contracts with some of the US's largest sports retailers. Ben and the Ida team were recently accepted into the Trailblazer Venture Studio, a collaboration between the Billie-Jean King Foundation, the LA Dodgers, Elysian Park, and R/GA Ventures, focusing on startups delivering change for female athletes.



Partha Unnava / CEO & Founder, Lasso

Partha is the founder and CEO of Lasso, a movement company that specializes in compression socks that improve performance and recovery. Lasso was named #1 by Men's Health, and ranked Best Overall Running Sock by Greatist. Lasso products are also prescribed by top physicians for a variety of musculoskeletal conditions. Partha has received numerous entrepreneurship awards, including being named a Forbes 30 Under 30, and was invited to the White House by President Obama to be recognized for his innovations in the sports medicine space. He has been featured in Inc., CNN, Forbes, and more, on top of traveling around the world to speak about innovation, entrepreneurship, design, and health. Partha is passionate about sports, hip-hop, culture, and art. He loves talking about philosophy and using commerce and capitalism to create systemic societal change.



Natalie White / Founder & CEO, Moolah Kicks

Natalie White is the Founder and CEO ("Chief Everything Officer") of Moolah Kicks, the first footwear brand focused specifically on women's basketball. Built by and for female ballers, Moolah Kicks is fueling the hype, creating new opportunities, and igniting a unique culture in women's basketball. This female-focused basketball brand blazed into the industry in 2020 with its sights set on elevating basketball for female ballers in every dimension; from performance to products, packaging, and the press. In two years, Natalie has earned the respect of industry leaders, raised seven figures of capital, secured production in one of the top factories in the world, and commercially produced sneakers that biomechanically fit female ballers, decreasing the risk of injury and elevating performance. She has clinched a partnership with Dicks Sporting Goods, who have embraced both the product and movement by placing Moolah Kicks' debut sneakers and apparel in over 150 stores.



Wendy Yang / Former President, HOKA

Wendy Yang is the former President of HOKA ONE ONE and Teva, known as the Performance Lifestyle Group at Deckers Brands. She joined Deckers in 2015 as President of Teva and rapidly assumed responsibility of HOKA as well. Under her leadership, HOKA became one of the fastest-growing performance brands in history. Wendy was responsible for leading and designing the global HOKA and Teva category strategy, positioning, value proposition, and expression in the market to unlock brand value, inspire consumer engagement, and deliver commercial results. Under her leadership, Teva reached record global brand revenue and profit and reclaimed the #1 sports sandal position in the US. She oversaw the successful expansion of HOKA in performance running and beyond to include fast-growing fitness, walking, and outdoor, helping the brand reach a multitude of new consumers and growth. With Wendy at the helm, HOKA grew over 14x in revenue and is poised to cross the \$1B mark in 2022.

HELP PASS THE PHIT ACT THIS YEAR!

Passing the PHIT Act will reduce the cost of sports and fitness participation across the country. It will incentivize Americans to get physically active.

**TELL CONGRESS YOU
WANT PHIT NOW!**

RESEARCH SHOWS:

Increasing activity improves mental and physical health

Cost is a barrier to sports participation

PHIT will reduce costs and increase activity

LET'S PASS PHIT IN 2022!

GO TO PASSPHIT.ORG AND TELL CONGRESS TO PASS PHIT NOW!



CONGRATS TO THE 2022 SFIA START-UP CHALLENGE WINNER!



idasports.com

Ida Sports believes that women and girls have waited long enough to be prioritized by sportswear companies. It is past time that we provide female athletes with real choices when it comes to the gear that keeps them going.



CONGRATS TO OUR FINALISTS!



UPCOMING EVENTS

Sports Licensing Summit

January 17, 2023 / Sahara Resort Las Vegas / Las Vegas, NV

Prior to the Sports Licensing & Tailgate Show, this one-day event will highlight trends shaping the future of Sports Licensing. Interact with industry leaders as we discuss topics including: Insights & intelligence, NIL licensing, NFTs, Fandom, Retail, and Brand Management. Presentations and panels from 1-5 p.m., followed by networking reception.

[CLICK HERE TO LEARN MORE AND REGISTER](#)

National Health Through Fitness Day

March 14-15, 2023 / Capitol Hill & Grand Hyatt / Washington, DC

This event brings together celebrity athletes, sports and fitness industry leaders, medical professionals, youth organizations, physical education teachers, and other advocates of physical activity to promote initiatives that will lead Americans to live healthier, more active lifestyles. Athletes open doors to give SFIA direct access to Congress. Please consider bringing an athlete to the event to help deliver SFIA's "Activity for All" message. *Contact Bill Sells at bsells@sfia.org if you have an athlete to participate.*

[CLICK HERE TO LEARN MORE](#)

Team Sports Conference

April 17-18, 2023 / Conrad Hilton / Indianapolis, IN

This conference will bring together key organizations and governing bodies for a comprehensive event to understand the youth and scholastic team sports arena. This event includes SFIA Council meetings, equipment rules sessions, sessions on data and analytics of youth sports and the societal and cultural changes shaping youth and scholastic sports, and an industry reception.

[CLICK HERE & CONTACT US FOR MORE INFO](#)

MEMBERSHIP

Click here to learn more about SFIA membership or email membership@sfia.org

Join the leading sports and fitness trade association.

Become a member of SFIA, the leading industry trade association, uniting a range of companies and organizations within the sports, fitness, and active lifestyle industry. We represent more than 700+ brands in the industry, with a mission to promote sports and fitness participation and industry vitality.

Membership Benefits:

- FREE Access to Annual Research Reports
- Discounted Access to Single Sport Reports and Events
- Annual Events and Monthly Webinars
- Industry Voice on Capitol Hill
- Support on Trade and Legal Issues
- Access to Sport-Specific Councils
- In-Person Research Presentations
- Crisis Management
- Industry Connections
- Newsletter, PR, Blog, and Member Spotlights

RESEARCH

Click here to learn more about SFIA research

SFIA research, working in partnership with Sports Marketing Surveys USA, is the leading supplier of sports and fitness research.

SFIA publishes over 100 industry reports each year on industry and product categories, helping you to understand and manage your business. Our membership includes several industry-wide research reports, which are also available for sale to non-members. Additional sport-specific reports are available at member-only discounted rates.

Reports Include:

- State of the Industry
- Topline Participation Report
- Manufacturers' Sales by Category Report
- U.S. Trends in Team Sports Report
- Tracking the Fitness Movement Report
- Single Sport & Fitness Reports



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