

# Sameer Ahuja

**President, GameChanger**

**Senior Vice President, DICK'S Sporting Goods  
Board of Trustees, Scarsdale, New York**



Sameer Ahuja is the President of New York-based [GameChanger](#), a DICK'S Sporting Goods sports technology company. He also serves as senior vice president for DICK'S Sporting Goods, an advisor to [Women in Sports Tech](#) (WIST), and a Fast Company Impact Council member. In the community, Sameer is a two-term member of the [Board of Trustees](#) for the Village of Scarsdale, New York.

Sameer's professional narrative is focused on *"preparing today's youth to lead tomorrow."* His vision and passion fuel GameChanger's mission to help families elevate the next generation through sports. GameChanger's beloved mobile apps are used in all 50 states by millions of youth sports coaches, fans, and athletes to score, stream, and watch youth sports. More games are covered in two months on GameChanger than in the history of all American professional sports combined.

Sameer's technical and entrepreneurial prowess is shaping the future of youth sports. In 2023, GameChanger was named the #2 Most Innovative Company in Sports by Fast Company. That same year, Sameer was named the "Technology Executive Of The Year" by Sports Business Journal at the inaugural Sports Business Awards: Tech.

He brings 20 years of experience as a Founder, CEO, or COO of high-growth technology businesses from startup to late-stage in multiple industries. He co-founded an interactive sports attraction, founded a quant hedge fund, and built a fintech company. His curiosity and knowledge across several areas of study shine through in his weekly newsletter, [Consume at Once](#), which aims to simplify a complex world disrupted by technology.

Sameer's professional experiences and work in the community, as a member of the Board of Trustees for the Village of Scarsdale provide him with a unique perspective on the African proverb "It takes a village to raise a child," especially a child athlete in today's technologically driven world.

Sameer began his career in management consulting at A.T. Kearney and banking at JPMorgan Chase. He has an MBA from Harvard Business School and a BA in Economics from Columbia University. Sameer lives in Scarsdale, New York with his wife and two daughters.

## **Voice**

Sameer writes a weekly newsletter, *Consume at Once*, which aims to simplify a complex world being disrupted by technology. This includes everything from content to attention spans, to markets and geopolitics. Sameer actively incorporates artificial intelligence and complexity science in his work, research, and writing. [LinkedIn](#); [Twitter](#); [Instagram](#).

## **Areas of Expertise**

- Sports video technology and live streaming
- Artificial Intelligence and Web3 integrations in sports, media, and finance
- Attention economy
- Impact of new technologies on content creation, attention spans, and consumption habits
- Macroeconomic and sociopolitical trends

## **Speaking Topics**

- Consume at Once – the intersection and impacts of content consumption on society
- It Takes a Village to Raise an Athlete – a social fabric perspective on life as a young athlete
- Youth Sports and the American Dream – how communities shape our dreams and aspirations
- Social Cohesion – the conversations and personal intimacy that youth sports provide for leadership lessons
- Diversity in Tech – building a diverse perspective in the tech space

## **Past Speaking Examples**

- SportTechie Live: [The NIL Tech Roadmap for College Sports](#) (VIDEO)
- MarketScale: [Will Youth Sports Connect to the Metaverse?](#) (VIDEO)
- Columbia University Sports Business: 256: [Complexity Everywhere w/ Sameer Ahuja](#) (AUDIO)
- WIST: [How To Walk the Talk of Equity for Women in Sports Tech](#) (Conference Panel)
- Yo Kid! Sports: [Growing the Largest Livestream Network For Youth Sports](#) (PODCAST)

## **Op-eds**

- Built In: [Complex Systems Thinking Can Help Business Leaders Prepare for the Next Covid-19](#)
- InformationWeek: [What's the Secret to Retaining Tech Talent?](#)
- Fast Company: [How MLB fought the attention war with the introduction of the pitch clock](#)

## **Awards**

- 2023 Fast Company: [Most Innovative Companies – Sports](#)
- 2023 Sports Business Journal: [Tech Executive of the Year](#)
- 2022 Fast Company: [Most Innovative Companies – Sports](#)
- Business Insider: [12 innovative startups changing how influencers use live video](#)
- Hashtag Sports: [Best Broadcast or Stream Experience](#)
- Sports Business Journal: [The Best In Sports Technology](#)