

Drew Russell is the Executive Vice President of Properties & Media Assets at Intersport – an industry leading sports and entertainment marketing company based in Chicago, IL. He possesses more than 20 years of experience in property development, sponsorship and event marketing. He is currently responsible for overseeing the growth and development of Intersport’s Assets Division which features more than a dozen premier owned-and-operated events that are distributed nationally. Russell is tasked with managing the strategic direction of the entire division and a staff that oversees corporate sales and marketing, ticketing, event operations, broadcast operations and communications. He was named to *Sports Business Journal’s* Forty Under 40 Class of 2013 honoring the most promising young executives in sports business under the age of 40. He was also named an *SBJ* Power Player: College Sports in 2019. Prior to joining Intersport in 2008, Russell spent more than eight years in the experiential marketing division of WPP’s Wunderman, managing the sponsorship marketing portfolios of clients like Sears Holdings and Goodyear. Russell began his career in the programming department at ESPN. He is a 1996 graduate of the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill and a 2011 graduate of Northwestern University’s Masters in Sports Administration program. Russell has served as an adjunct instructor in Northwestern University’s School of Professional Studies since 2013.