

**Rebecca Hendel****Vice President, Valuation, Endeavor Analytics**

Rebecca Hendel has over 10+ years of sponsorship valuation experience. Since joining the Endeavor Analytics Sponsorship Valuation team in 2018, she has spearheaded a wide variety of valuation work on the brand and property side, including ongoing work for MLB, Ford, Marriott, and DP World, as well as naming rights and jersey patch analyses for Inter Miami, St. Louis Cardinals, Brooklyn Nets, Angel City FC, and Inter Milan. She has also worked extensively on international projects, such as with Etihad, AELTC, HSBC Women's World Championship, The Pyramids at Giza, and MetLife Dome.