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## **CSMG Announces New Board of Advisors Member**

### ***Dr. Harvey Schiller joins Collegiate Sports Marketing Group Board of Advisors***

New York (November 17, 2016) – Collegiate Sports Marketing Group (CSMG) elected its first Board of Advisors member earlier this month. “We are very pleased to welcome Dr. Harvey Schiller to our board of advisors,” said Ray Katz, Chief Operating Officer. “Harvey’s uniquely broad and deep C-Suite credentials across multiple verticals in the sports industry as well as his financial experience, unparalleled contacts, and proven business leadership, will facilitate and accelerate the aggressive growth of CSMG in the rapidly changing college sports marketing and media marketplace.”

His board responsibilities will include strategic partnerships, support of CSMG’s capital raise, and general guidance related to the unique opportunities at the nexus of college sports and the dynamic sports media marketplace.

#### **About Dr. Harvey Schiller**

Dr. Schiller’s extensive experience has included posts as CEO of YankeeNets, President of Turner Sports, Inc., Executive Director of the United States Olympic Committee (USOC), Commissioner of the Southeastern Conference, Chairman of Global Options Group, and most recently, Commercial Commissioner of the 35<sup>th</sup> America’s Cup. Prior to joining the USOC, Dr. Schiller served for more than 25 years in the United States Air Force, achieving the rank of Brigadier General.

Dr. Schiller currently also serves as VP of Diversified Search, and on boards of the National Baseball Hall of Fame, Mesa Air Group, and Walker Innovation.

Dr. Schiller is a 1960 graduate of The Citadel, The Military College of South Carolina, and holds a doctorate in chemistry from the University of Michigan.

#### **About Collegiate Sports Management Group**

CSMG is committed to driving the business performance of collegiate athletic conferences/schools, providing them with a successful growth strategy with regards to content distribution, exposure, branding, revenue generation, and creating student recruitment initiatives to support their athletic departments. CSMG markets and sells college assets including but not limited to intellectual property, multi-media rights, content, and sponsorships around collegiate sports, facilities, games, events, tournaments, and other related content.

CSMG secures and partners with multiple media outlets, event organizers, and promoters for content development, distribution, production, on-line merchandise sales and licensing. CSMG is enhancing engagement of conferences and schools with alumni, students, and prospective applicants. To date, CSMG is working with 6 college conferences in Division I and Division II as well as specific universities at both levels of college athletics.