



## **Current Landscape in Sports Media Powered by Collegiate Sports Management Group**

**August 18, 2020. New York, NY** – Collegiate Sports Management Group (CSMG) concludes their bi-weekly Sports Summit Series with Episode 8, *Current Landscape in Sports Media* on Tuesday, August 25, 2020 at 1:00pm EST.

CSMG's final summit will feature discussions on media advancements within the sports industry. Topics will include OTT platforms changing the college sport landscape, emerging media for professional sport leagues, regional sport networks (RSN's) connecting to college athletics, esports linear/digital broadcast platforms and best practices in digital content transmission. Michael Schreck, CEO and Co-Founder of CSMG, will moderate this discussion. The panelists include:

### **Ryan Crelin – Commissioner, ECHL**

Crelin has been with the ECHL for 14 years, the last two as the Commissioner. During his time with the League, Crelin has been responsible for the overall league operations, focusing on financial initiatives, emerging media, League wide partnerships/contracts, and signature League showcase events such as the annual All-Star Game. Crelin led the marketing initiative in the ECHL/GEICO relationship creating the first of its kind blue-painted and branded goal posts and secured the partnership with EA Sports for the inclusion of the ECHL in the NHL video game series.

### **Gregory Moore, Esq. – Commissioner, Southern Intercollegiate Athletic Conference (SIAC)**

Mr. Moore has redefined the role of a conference commissioner during his decade plus at the SIAC, overseeing negotiation of corporate partnerships and media packages, administration of conference championship tournaments and the crafting of digital/social media strategies. Greg was a key factor in launching the first integrated NCAA conference-wide digital platform and the first NCAA DII Conference to launch an Android Application. Commissioner Moore serves on multiple NCAA committees where he lends his experience and guidance on important issues facing college athletics, as well as on boards outside of college athletics where his commercial and legal expertise adds substantial value.

### **Shawn Heilbron – Athletic Director, Stony Brook University**

Shawn Heilbron has guided Stony Brook to unprecedented heights with the implementation of *Together We Transform: 2015-2020*, record-breaking revenues, new and revitalized facilities, and a transformative student-athlete experience. For their on-field success during the 2018-19 season, Stony Brook Athletics won its first-ever America East Commissioner's Cup. In the Summer of 2019, Shawn helped drive a deal with SportsNet New York to make SNY "the Home of Stony Brook Athletics".

### **Tony Geronimos – Director of Collegiate Sales, LTN Global**

Tony is a 15-year veteran of the college industry, with a primary focus on technology and content monetization. He currently oversees the college strategy for LTN Global, the worldwide leader in integrated media technology solutions. LTN's transformative video experience platform was recently leveraged to virtualize NFL Draft coverage and activate fan participation at scale.

### **Brock Vereen – Caster and On-Air Host – Director of Business Development, ESTV**

Brock, a former Chicago Bear, has taken a lead role in the rapidly growing esports ecosystem, as the Director of Business Development for ESTV, a linear-based esports network. Brock also serves as an on-air host and caster for many of ESTV's events. Brock hosts Campus Lore, which includes video interviews with some of the NFL's top players and their experiences. Brock also works as a color commentator and analyst with FOX Sports Prep Zone.

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

Founded in 2014, CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing, and Esports. Visit [www.collegiatesmg.com](http://www.collegiatesmg.com) for more information.