



## **Emerging Opportunities in College Athletics and Esports**

### **Powered by Collegiate Sports Management Group**

**Wednesday, August 5, 2020. New York, NY** – Collegiate Sports Management Group (CSMG) continues their bi-weekly Sports Summit Series with Episode 7, *Emerging Opportunities in College Athletics and Esports* on Tuesday, August 11, 2020 at 1:00pm EST.

Emerging opportunities in college athletics will be discussed during this relevant and timely panel. Topics such as Name Image Likeness (NIL), the growth of esports teams and competitions, the digital landscape, new paths in academics, and diversity-focused programs will be covered. Featuring key industry leaders, the panel will provide insight into how these opportunities can aid in driving revenue and opportunity during the COVID-19 pandemic. Neil Malvone, EVP of CSMG, will moderate this discussion. The panelists include:

#### **Tom Wistrcill – Commissioner, Big Sky Conference**

Tom Wistrcill is finishing his second year as Commissioner of the Big Sky Conference. The Big Sky Conference is an 11 member NCAA Division 1 Conference with schools in eight western states. During the 2019-20 school year, the conference launched its first Esports venture culminating with a Championship event. Prior to becoming Commissioner, Wistrcill held leadership positions at Learfield Sports, the University of Akron, the University of Minnesota and the University of Wisconsin.

#### **Dr. Christopher Parker – President and Chief Executive Officer, National Junior College Athletic Association**

Dr. Christopher J. Parker is the President & CEO of the National Junior College Association, the nation's second largest intercollegiate association. He has spent the last 15 years in higher education at all levels and is beginning his 4th year in his current role. The NJCAA has expanded its partners and sponsors by a significant percentage and concentrated on many strategic initiatives in the last 3 years with NJCAA esports being one of those.

#### **Daniel Evans – President and Chief Executive Officer, Reely Corp.**

Dynamic entrepreneur and senior executive with a passion for emerging technology, Daniel now sits squarely at the crossroads of Sports and eSports as the CEO at REELY.AI. Reely offers AI-based, real time video analysis and highlights for live stream content as well as marketing automation tools for fan engagement and content generation. Daniel is a 5x founder, lifelong gamer and autism advocate.

#### **Jimmy Lynn – Co-Founder and Vice President, Kiswe Mobile**

Jimmy Lynn, a veteran of 30 years in the Sports and Entertainment sectors, is one of the pioneers of the Digital Sports space and is regarded as one of the leading relationship brokers and connectors in the global sports industry. He is co-founder and Vice-President of Kiswe Mobile, which is focused on pioneering and powering the next generation of digital fan experiences. Lynn is an adjunct faculty professor and senior advisor at Georgetown University's McDonough School of Business. Lynn has been actively involved in philanthropy and community service over the past 20 years in Washington, DC. He has received numerous awards for his dedication to serving others.

#### **Bubba Gaeddert – Executive Director, Varsity Esports Foundation**

Bubba has worked in the non-profit and traditional sports industry for 20 years with the YMCA, NCAA, NAIA and the Chamber of Commerce. Three years ago he dove deep into the esports industry and partnered with esports organizations to create this the Varsity Esports Foundation (VEF). He now works to educate businesses, organizations, and schools about being proactive around the foundation's initiatives. VEF strives to increase literacy around the Esports industry's positive impact on healthy lifestyles, mental health, community, STEM and digital citizenship.

#### **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.