



## **The Future & Growth of HBCU Athletics Powered by Collegiate Sports Management Group**

Tuesday, June 23<sup>rd</sup>, 2020. New York, NY – Collegiate Sports Management Group (CSMG) continues their bi-weekly Sports Summit Series with Episode 4, *The Future & Growth of Athletics at Historically Black Colleges and Universities* on Tuesday, June 30<sup>th</sup>, 2020 at 1:00pm EST.

The HBCU Summit will feature an esteemed panel highlighting the challenges and opportunities of HBCU athletic programs in the wake of the Coronavirus pandemic. The speakers will discuss the educational, cultural, and social climate for student athletes at HBCU institutions, and the importance of these institutions in the landscape of American Education. Neil Malvone, Executive Vice President at CSMG, will serve as the moderator for this discussion. The panelists include:

### **Gregory Moore – Commissioner, SIAC**

Greg is in his 12th year as Commissioner of the SIAC. Moore's background as an athlete, sports attorney, author, and executive helped him develop strategic plans to generate revenue and exposure for the SIAC and its members including executing the largest D-II OTT streaming deal with FloSports. Greg has been a leader in diversity and inclusion initiatives serving on the NCAA D-II Inclusion Advisory Committee.

### **Sonja Stills – Senior Associate Commissioner, MEAC**

Sonja has been with the MEAC for 18 years. She currently serves as the Senior Associate Commissioner for Administration & Compliance and the Senior Woman Administrator (SWA) for the conference. Additionally, Sonja serves as the Coordinator of the MEAC Professional Development Workshop for women interested in athletics administration.

### **Lynn Thompson – VP Intercollegiate Athletics (AD), Bethune-Cookman University**

Lynn W. Thompson, a BCU graduate, began his career in 1991 as the youngest NCAA Division I athletic director in the nation. Now, Lynn is the NCAA's longest tenured D-I Director of Athletics. Thompson was named the 2020 National Association of Collegiate Directors of Athletics (NACDA) Under Armour AD of the Year. During his tenure, the Wildcats have won 71 championships.

### **Willard Bailey – President and CEO of Central International College**

Willard Bailey served as the head coach at Virginia Union University, Norfolk State University, and St. Paul's College. During his 44-year career, he won the most games in Virginia college football history. Willard also has the unique distinction to have been granted tenure as a professor at those institutions. He serves many charitable organizations such as the NAACP and Ebenezer Baptist Church in Richmond, VA.

### **Keisha Kelley – CEO and Founder of Black College Experience**

Keisha started BCE due to her passion for raising awareness of HBCU athletes. Starting out as a podcast, BCE has since expanded across multiple media channels. In 2019, Keisha was awarded the Southern University Alumni Federation 40 Under Forty Award. Recently, Keisha founded a book scholarship in memory of her father that will assist students currently enrolled at or planning to attend an HBCU institution.

### **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, specializing in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name, Image and Likeness Solutions, Licensing, Event Production & Management, CRM, and Ticketing. CSMG esports rights encompass the ECAC, NJCAA, and 20+ college conferences.