



HV GamerCon Esports Recruitment Panel Presented by Intel Inspires Powered by Collegiate Sports Management Group

Tuesday, October 13, 2020

New York, NY – Collegiate Sports Management Group (CSMG) will host an Esports Recruitment Panel to kick off HV GamerCon weekend. The panel will take place on Thursday, October 15, 2020 at 3:00pm EST, and will be open for a live virtual audience. We will dive deeper into the best practices as it relates to recruitment efforts for collegiate programs, and importance of marketing across various media outlets.

Neil Malvone, Executive Vice President and Director of Esports at CSMG, and Vice Chairman of the National Junior College Athletic Association Esports will be moderating this panel.

The panelists include:

Thomas O’Keefe – Manager, Brand Partnerships and Esports, CSMG and Head Esports Coach, Fives Town College

Thomas works with conferences and institutions within both the traditional sports and esports ecosystem, providing organizations with growth strategies and revenue generating opportunities. Thomas assists with all aspects of esports from event management, sponsorship, licensing, media, ticketing, and acquisitions. He has spoken at the Collegiate Esports Expo for the past two years and guest lectured at many universities pertaining to the collegiate Esports landscape.

Patrick Klein – Chief Strategy Officer, eFuse

Patrick serves as the Chief Strategy Officer at eFuse, a web and mobile application that provides a social platform and event coordination services for the esports industry. Patrick, along with his co-founder Matthew Benson, have quickly established eFuse in the esports industry.

Yentl Ip – Esports Marketing and Partnership, iBUYPOWER

Yentl manages marketing and strategy within iBUYPOWER including corporate partnerships with brands such as Intel, AMD, Microsoft, NVIDIA, Western Digital, LG and Toyota Racing Development. Additionally, she assists in building partnerships with universities for esports programs. Yentl was the recipient of Intel’s marketing excellence award for collegiate esports and university partnerships.

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. CSMG esports rights encompass the ECAC, NJCAA, and 20+ college conferences 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.