



COLLEGIATE SPORTS MANAGEMENT GROUP ADDS MICHAEL BLEWITT TO THE LEADERSHIP TEAM

January 7, 2021

NEW YORK, NY – Collegiate Sports Management Group (CSMG) has hired Michael Blewitt as Senior Vice President of Property Acquisition and Media. “We are thrilled to have Mike join our team as CSMG continues to grow,” said Michael Schreck, CEO. “Mike’s credentials and contacts across the industry make him the perfect fit to lead our media and property verticals going forward.” Mike will focus on growing our relationships with current clients, as well as adding new clients that need the services that CSMG provides. Mike will take the lead on increasing the efficiency, exposure, and revenue on CSMG’s digital advertising network.

Mike has extensive experience working in media and technology. He has created dozens of partnership programs utilizing digital, technology and media platforms to help business partners grow throughout his career.

“I feel very fortunate to be back in the college space working with the talented team at CSMG. Having spent the last two decades of my career marrying sports, technology, and broadcast, it puts me in a position to be a helpful resource for our partners and clients at conferences and institutions around the country,” stated Mike Blewitt.

ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP

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 Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports. Visit www.collegiatesmg.com for more information.