



**MICHAEL SCHRECK, CEO OF COLLEGIATE SPORTS MANAGEMENT GROUP
NAMED TO SPORTS BUSINESS JOURNAL'S LIST OF "POWER PLAYERS:
LEADERS BEHIND THE SCENES IN COLLEGE SPORTS"**

FOR IMMEDIATE RELEASE

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New York, NY — July 29, 2019 – *Sports Business Journal* the leading sports business publication, announced today Michael Schreck, CEO of Collegiate Sports Management Group, (CSMG) has been named to their list of “Power Players: Leaders Behind the Scenes in College Sports”.

“I am humbled and honored to accept this recognition from my peers and Sports Business Journal. When we founded CSMG, the vision was to create an innovative and disruptive company for marketing and monetizing collegiate assets across sponsorship, media, ticketing, licensing, and eSports for the benefit of college conferences, schools, and the athletes,” stated Schreck.

“Special thank you to our Chairman, Dr. Harvey Schiller, for his endless guidance, knowledge, mentorship, and support as we continue to build a world-class organization,” Schreck added.

Michael has 15+ years of experience in broadcast rights/business term negotiations with professional and collegiate sports properties, sponsorship/media sales, and leading organizations. Prior to founding CSMG, Michael successfully ran and grew the Westwood One Sports group, tripling revenue during his tenure, while overseeing/building relationships with brands, agencies, and properties. He negotiated over \$250 million in sports broadcast rights across multiple professional and collegiate sports properties.

Founded in 2014 with his partners, Ray Katz and Neil Malvone, CSMG is a “Collegiate 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 departments and initiatives. CSMG specializes in marketing rights/revenue generation, content creation and distribution, media rights strategy and negotiation, sponsorship sales, licensing and has a rapidly growing rights portfolio in college esports. Through Schreck’s leadership and with contributions from the entire CSMG team, CSMG has negotiated successful media rights fees for mid-majors and D-II conferences, including brokering the largest OTT-only deals in the D-I mid-major and D-II space.

To learn more about Collegiate Sports Management Group clients and case studies, please visit www.collegiatesmg.com.