



## **NAME, IMAGE AND LIKENESS (NIL) Sports Summit Powered by Collegiate Sports Management Group**

Friday, May 15<sup>th</sup>, 2020

New York, NY – Collegiate Sports Management Group (CSMG) is hosting an empowerment series that will run bi-weekly, beginning Tuesday, May 19, 2020. The Sports Summit will kick off with a thought-provoking panel discussing Name, Image and Likeness within collegiate athletics. The Summit series will include topics such as: Esports, Women in Sports, The Evolution of Media, and Leadership, among others. All Summits will be streamed and provide an opportunity to engage with the featured panelists.

The first Summit will focus on Name Image & Likeness (NIL) as it relates to collegiate athletics. Ray Katz, CSMG, Chief Operating Officer will be the moderator and the panelists include:

- **Dr. Harvey Schiller – CSMG Chairman**  
One of the most accomplished Sports and Entertainment executives of the past 50 years; previous positions and roles include: Founding CEO, Yankee Global Enterprise (YES Network); President, Turner Sports; Executive Director, United States Olympic Committee; Commissioner, SEC conference; and United States Air Force Brigadier General.
- **Amy Huchthausen – Commissioner, America East Conference**  
This year marks Amy's ninth year as Commissioner of the America East, she has an impressive tenure with the America East where she has secured an 11-year agreement with ESPN, increased other digital and social media partnerships, and has created other revenue verticals to build upon the student-athlete experience throughout the conference. Amy previously worked for the NCAA and holds an MBA from MIT.
- **Jason Belzer – President, GAME, Inc and Co-Founder of AthleticDirectorU (ADU)**  
Jason has experience across all sides of collegiate athletics. He is a Professor, runs a successful management and marketing representation business and is the co-founder of AthleticDirectorU providing a learning platform for the athletic community.
- **Vince Thompson – CEO/Founder of MELT Sports/Culinary/Entertainment**  
Vince Thompson is an award-winning brand builder and one of the nation's top sports marketers. In 2000, Thompson founded and has built MELT into one of the nation's largest independent marketing agencies representing global, national and regional brands for marketing, sponsorship, and activation.
- **Neil A. Malvone – Vice Chairman of NJCAA Esports and EVP of CSMG**  
Neil created and launched one of the first collegiate Esports Management Academic Programs in the nation at Caldwell University. Neil currently leads the CSMG esports vertical which includes relationships and partnerships with the ECAC, NJCAA and other colleges and conferences across the country, as well as with brands, publishers, and strategic partners.

"CSMG is excited to host this empowerment series" stated Michael Schreck, CEO Collegiate Sports Management Group. "We are thrilled to have these wonderful executives and leaders provide insight and perspective on a variety of topics."

### **About Collegiate Sports Management Group**

Founded in 2014, 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, Valuation of Sponsorship and Endorsements, Sponsorship Sales, Licensing and Esports. To learn more about Collegiate Sports Management Group clients and case studies, visit [www.collegiatesmg.com](http://www.collegiatesmg.com).