



## **Women in Sports: Business Leadership Powered by Collegiate Sports Management Group**

Thursday, July 23, 2020. New York, NY – Collegiate Sports Management Group continues their bi-weekly Sports Summit Series with Episode 6, *Women in Sports: Business Leadership* on Tuesday, July 28, 2020 at 1:00pm EST.

This episode will feature women who exemplify leadership and success within the sports industry. The panelists will discuss a wide range of topics including; their career path and the important roles they play in driving business success at their respective organizations. Additionally, they will discuss how leadership takes on even more importance in the face of crisis management as we all deal with the fall out of the coronavirus' impact on sports. Michael Schreck, CEO and Co-Founder of CSMG, will moderate this discussion. The panelists include:

### **Tracy Murdoch O'Such – Managing Partner, The Diversified Search Group**

As Managing Partner, Tracy oversees management of the firm's New York office and its global Digital, Media, Entertainment, and Sports practice. Beginning her career in sales and marketing, she quickly discovered her niche in the executive search industry, where for more than three decades she has been identifying and placing leaders in the media, entertainment, and sports industries.

### **Molly Arbogast – President and Chief Executive Officer, POV Sports Marketing**

Molly (Mullady) Arbogast is a sports marketing expert with more than 25 years of experience on the team/property side of the business. Leading POV Sports Marketing LLC since 2016, Molly specializes in working with brands and properties to structure effective, creative sponsorship strategies. In 2019, Molly was recognized by the Sports Business Journal as one of the top women in the sports industry via their "Game Changer Awards" program.

### **Danielle Maged – Chief Growth Officer, Global Citizen**

Danielle Maged's operating experience spans across a global advocacy organization, to major leagues and media properties such as the NBA, ESPN, Fox Sports, FOX, and National Geographic, as well as some of the world's best-known brands such as Madison Square Garden and StubHub/eBay. Global Citizen is the world's largest advocacy movement behind the recent historic, global Covid-19 fundraising campaigns One World: Together at Home and Global Goal: Unite for Our Future, where she oversees the organization's worldwide Marketing, Digital, Product, Communications, Public Relations, and Editorial efforts.

### **Megan Kahn – Chief Executive Officer, WeCOACH**

Megan was promoted to CEO of WeCOACH in Jan. 2020 after serving as Executive Director. A former collegiate athlete, DI assistant basketball coach and athletic administrator, Kahn brings a vast perspective to WeCOACH. She has elevated the organization through a complete rebrand, developing several new programs and resources, as well as the magnified the reach of WeCOACH on a national level. She served as the NCAA Division I Women's Basketball Final Four tournament manager, overseeing game operations in 2015 and 2019.

### **Sherryta Freeman – Director of Athletics, Lafayette**

Entering her third year at Lafayette, Sherryta also brings senior level experience from Temple, UPenn and Dartmouth. Her most recent endeavor includes launching the Lafayette Athletics five-year strategic plan titled "Creating a Championship Culture." She is 1 of 51 female Athletic Directors out of 357 across the Division I landscape. As a former Division I athlete, Sherryta has always been involved with sports. During her athletic playing career, she was a 4-year varsity letter winner in basketball and a member of two Ivy League championship teams, which secured NCAA Tournament appearances.

### **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, 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/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing, and Esports.