



Washington University in St. Louis

OLIN BUSINESS SCHOOL

The 2023-2024 Year in Review
Sports Business Program
Washington University in St. Louis

May 2024

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Program Origins and Accomplishments

The Business of Sports Program within the Olin Business School began in Fall 2014 thanks to generous seed funding from Joe Lacob, Executive Chairman and Principal Owner of the Golden State Warriors, whose son, Kent, is a May 2015 Olin alum. We are forever grateful to the Lacobs for their gift, which gave rise to this program.

Since the program's first graduating class in May 2016, an additional 70 alumni have joined the sports industry. As of 5/13/24, there are now **145 WashU alumni working in the sports industry**. Working for teams, leagues, law firms, athletic departments, consulting and marketing agencies, sports betting entities, media companies, national federations, shoe companies, brands, and the Olympic movement (LA28).

Complementing this roster of 145 are (1) the parents of current and former students who work in sports that have been a great asset for the program (e.g. Steve Horowitz, Bill Mendel, Jeff Wineman, Bill Squadron, Steve Raab, Ron Saslow, and Rusty Weiss... to name just a few) and (2) the many industry connections made through attending a handful of industry conferences (e.g. Sports Business Journal's events, MIT Sports Analytics) each year.

The combination of these human assets and our ability to leverage those connections has continued to produce WashU wins vis-a-vis entry-level jobs, internships, involvement in case projects, great guest speakers, and more.

The 2023-24 academic year featured 3 immersion trips connecting with over 75 executives, our 9th annual Sports Business Summit, and 28 Summer 2023 placements either into full-time employment, apprenticeship, or internships roles. The remainder of this document recounts a great year of more WashU wins.

Summary of Program Accomplishments

9-YEAR OVERVIEW

With respect to Curriculum and Program Enrollment:

- 6.....Total Number of Sports-themed courses offered at Olin
- 1270.....Total cumulative enrollment across 9 years

With respect to the annual Sports Business Summit:

- 9..... Summits Conducted (2015–2023)
- 186.....Sports Industry Speakers/Participants/Panelists
- 1400.....Event Attendees in total across these 9 years

With respect to Sports Immersion/Networking Trips:

- 16.....Trips (Los Angeles, Las Vegas New York, Chicago/Milwaukee, Charlotte)
- 100+..... Sports Organizations visited
- 260+..... Sports Industry Professionals met

With respect to Experiential Opportunities and/or Case Projects:

- 22..... Separate projects
- 125..... Students Engaged across these projects

With respect to Career Placements:

- 175+..... Over 175 students have earned internships or entry-level work since the program's inception in Fall 2015
 - Including 28 students for Summer 2024 alone!!
 - Including 29 students for Summer 2023 alone!!

Job / Internship Placements in 2023-24

As we near the end of my 9th year at the helm of the Sports Business Program within the Olin Business School at Washington University, and my 27th year in Higher Education as a collegiate educator and mentor, I never cease to get excited to share success stories about students. To be a formative part of their journey is so meaningful.

Now with 145 WashU alumni who work in sports, it's great to see our alumni network - both young and more seasoned - always willing to pitch in to help further expand the opportunities for current students and recent alums.

Below is a list of the 28 students we placed in either full-time jobs, apprenticeships, and internships for Summer 2024. Their roles/jobs span:

- Working with sneaker entrepreneurs (and WashU alums)
- Event operations
- Teams
- Gaming operators
- Agencies
- Creative Media
- And more!!

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SUMMER 2024 OPPORTUNITIES

List	First Name	Last Name	Graduation Class	Company/Event	Job Type	Position/Title
1	Sam	Kaplan	2026	DICK'S Sporting Goods (GameChanger)	Internship	Strategy Development Intern
2	Hank	Weiss	2025	Oak View Group	Internship	Global Partnerships - Data & Analytics Intern
3	Jack	Vanourmy	2026	Milwaukee Bucks	Internship	Customer Data Intern
4	Lera	Wilson	2025	Oak View Group - CFG Bank Arena	Internship	Global Partnerships Intern (Baltimore)
5	Daniel	Haas	2025	Wasserman	Internship	Brands & Properties - Marketing Intern
6	Kayla	Lance	2025	GSE Worldwide	Internship	Talent Acquisition and Sports Marketing
7	Nick	Kennebeck	2025	SponsorUnited	Internship	Sponsorship Scout
8	Jack	Vein	2026	TXV Partners	Internship	Summer Analyst
9	Cecille	Figueroa	2026	World Wide Technology RaceWay	Internship	Sports Management Intern
10	Brooke	Capparelli	2025	Paragon Marketing Group	Internship	Road Warrior
11	Louis	Liu	2025	Philadelphia Eagles	Internship	Fan Services
12	Jake	Martin	2025	Golden State Warriors	Internship	Partnership Development
13	Catherine	Timon	2025	Brooklyn Nets	Internship	Community Relations/Events
14	Caroline	Pietrick	2026	WIT	Internship	Marketing and Service Internship
15	Loucas	Xenakis	2025	WIT	Internship	Marketing and Service Internship
16	Jake	Lieberman	2027	Wasserman	Internship	Basketball Talent
17	Ross	Muchnick	2027	Sports Manias	Internship	Marketing Intern
18	Jason	Hyman	2024	Elevate	Entry Level	Analyst, Insights
19	Emily	deWolf	2023	Columbus Crew	Entry Level	Corporate Partnerships
20	Adam	McLellan-Cassivi	2026	Pittsburgh Penguins	Internship	Corporate Partnerships
21	Kaci	Karl	2026	York Rugby Club	Internship	Sports Management Intern
22	Ross	Muchnick	2027	Austin FC	Internship	Corporate Partnerships
23	Ezra	Joseph	2025	Forward Madison	Internship	Corporate Partnerships
24	Riley	Banvard	2025	Universal Music Group - Interscope	Internship	Analytics
25	Jake	Engelberg	2025	Milwaukee Brewers	Internship	Analytics
26	Grace	Ehlert	2026	Chicago Fire FC	Internship	Community Relations intern
27	Jack	Wineman	2025	Rank and Rally	Internship	Accounts
28	Aidan	Birenbaum	2025	Chicago Bears	Internship	Training Camp Event Operations

Industry Speakers

Part A: Fall 2023 Sports Business Summit, Hosted by Gemini Sports Analytics

Our summit is well-known for our connectivity to industry professionals. The 9th annual Sports Business Summit featured 13 speakers from across the country, 12 of whom are alums. Speakers hailed from Gemini Sports Analytics, Gondola/Fresh Tape, WIT Sports, Wasserman, Hogan Lovells, Excel Sport Management, Populous, Village Roadshow Entertainment, World Surf League, Paragon Marketing, and George Washington University.

Time	PRESENTATION	Speaker	Affiliation	Title
12:20	A Welcome	Patrick Rishe	Washington University in St. Louis	Director, Business of Sports Program
12:30	Moneyball in a Box: Using AI Cloud Applications for Sports Analytics	Ally Brabant	Gemini Sports Analytics	Head of Product
12:50	The Future of Sports Content Creation	Jared Kleinstein	Gondola/Fresh Tape Media	CEO
1:10	... Ready for It? Revolutionizing Fan Engagement Across Sports	Stephi Blank	WIT Sports	Vice President, Marketing & Service
1:30	Microsoft x NFL Partnership	Alec Gordon	Wasserman	Associate Manager
1:50	A Legal Perspective on Sports Ownership	CJ Harrington	Hogan Lovells	Associate
2:10	Break 1			
2:30	The Art of the Deal	Andrew Kipper	Excel Sport Management	SVP, Golf
2:50	Venue Development and the Evolution of Team Entities	Eric Andelman	Hogan Lovells	Counsel
3:10	Access without Interference: Maximizing Venue Monetization	Surgene Troost	Populous	Architect/Associate
3:30	The New Cathedral	Brian Mirakian	Populous	Senior Principal
3:50	Break 2			
4:10	Approaching Sports in Feature Length and Episodic Content	Brian Gilbert	Village Roadshow Entertainment Group	Head of Sports Related Content
4:30	Fandom - "Always On"	Bob Kane	World Surf League	Interim Co-CEO, COO, CLO
4:50	Creating Remarkable Journeys	Katie Sissler	Paragon Marketing Group	Account Coordinator
5:10	PR Bonanzas: Taylor Swift/NFL & Messi/MLS	Meredith Geisler	George Washington University	Professor of Sport Management
5:30	PROGRAM ENDS			

Part B: Spring 2024 Guest Speakers

Generally speaking, the Spring semester tends to attract a larger number of guest speakers...since the courses are more applied in nature.

Subsequently, we recruited a wide array of industry talent from numerous job functions and across teams, leagues, agencies, and others. We had approximately 25 guests in all, and they joined us from various companies such as:

- Gondola, Opendorse, STL Battlehawks
- WIT Sports, Notre Dame Global Partnerships, Wasserman
- Marquis Development, LAFC, Rapsodo
- Gemini Sports Analytics, Texas Rangers, LA28
- Levy Restaurants, NY Yankees, Alpine F1
- Gibson and Dunn, Sidley and Austin, Andiem
- SNY, Thirty-5 Capital, St. Joseph's University

Sports Marketing Guest Speakers Spring 2024



Jared Kleinstein
Founder/CEO, Fresh Tape
Media & Gondola



TJ Ciro
SVP, Head of Strategic
Partnerships, Opendorse



Brandon Williams
VP of Team Business & Event
Operations St. Louis Battlehawks



Holly Stoner
Account Coordinator,
WIT Sports



Stephi Blank
VP, Marketing & Service,
WIT Sports



Alex Rubin
Account Coordinator,
WIT Sports



Sean Wallis
Senior Vice President, Notre
Dame Global Partnerships



Ted Yeschin
Senior Vice President, Talent
Marketing & Sales, Wasserman



Shana Benuska
Assistant Director of Marketing,
Marquee Development

Sports Business Analytics Guest Speakers Spring 2024



Mike Manella

VP, Business & Data Strategy,
Los Angeles Football Club



Ally Brabant

Head of Product, Gemini Sports
Analytics



Art Chou

Business Development
Consultant, Rapsodo Sports



Alexander Booth

Assistant Director of R&D,
Texas Rangers



Samuel Linker

Analyst, Baseball Research and
Development, Texas Rangers



Mike Bernstein

Vice President - Insights &
Analytics, LA28



Sandeep Satish

Chief Commercial Officer, Levy
Restaurants



Rohan Gupta

Assistant, Advance Scouting,
New York Yankees

Sports Management Guest Speakers Spring 2024



Andrew Lance
Partner, Gibson Dunn &
Crutcher LLP



Rusty Weiss
Partner, Sidley Austin LLP



Anthony Macri
Head of Commercial, US,
BWT Alpine F1 Team



Ezra Smyzer
Co-Founder, Andiem



Alexander Morel
Co-Founder, Andiem



Steve Raab
President, SportsNet New
York (SNY)



Jill Bodensteiner
Vice President and Director of
Athletics, St. Josephs University



Ron Saslow
Founder & Managing Partner at
Thirty-5 Capital

STUDENT IMMERSION TRIPS

During the 2023-24 academic year, the Sports Business Program took students on 3 separate “immersion trips”. These trips take students to the offices of employers across the sports industry and furthers their learning while giving students a better feel for what it would be like to work within the industry.

For the Fall 2023 trips, one group ventured to Chicago/Milwaukee while the other group travelled to Charlotte. The Spring 2024 trip ventured to Los Angeles and Las Vegas in mid March 2024.

Across these 3 trips, WashU students met roughly 20 companies, over 100 sports industry executives, engaged in roughly 10 venue tours, and took in 5 different sporting events.

Chicago/Milwaukee included visits with the Chicago Bears, Paragon Marketing Group, Chicago Cubs, Chicago Blackhawks, Milwaukee Bucks, Milwaukee Brewers, and execs from Notre Dame Global Partnerships, Chicago Fire, and Wasserman.

The Charlotte trek included visits with the Carolina Panthers, Elevate, Charlotte Hornets, ACC, GMR Marketing, VPCO, Charlotte FC, Davidson University, and Charlotte Motor Speedway.

The Los Angeles/Las Vegas trek included visits with Wasserman, LA28, NFL Network, LA Rams, LA Kings, LAFC, Oak View Group, Angel City FC, IPG 360, Vegas Golden Knights, Las Vegas Raiders, and UFC HQ.

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Media Activity

During the 2023-2024 academic year, Dr. Rishe was actively involved in numerous media placements (e.g. CNBC, MarketScale, and various print, internet, and radio hits). Collectively, these hits earned over \$1 million in publicity value for the school. Below is a featured selection:

Video

SQUAWK BOX U.S.

Hazards of sports gambling: NBA bans Jontay Porter for life

Patrick Rishe, Washington University in St. Louis director of sports business program and Sportsimpacts founder and president, joins 'Squawk Box' to discuss news of NBA

...

4/18/2024 7:47:18 AM



SQUAWK BOX U.S.

The success of women's college basketball is only going to help the WNBA, says Patrick ...

Patrick Rishe, Washington University in St. Louis director of sports business program and Sportsimpacts founder and president, joins 'Squawk Box' to discuss the latest in



SQUAWK BOX U.S.

Roughly \$3 billion will be bet on this year's NCAA March Madness tournament, says Patrick ...

Patrick Rishe, Washington University in St. Louis director of sports business program and Sportsimpacts founder and president, joins 'Squawk Box' to preview this year's NCAA ...

3/18/2024 6:53:35 AM



SQUAWK BOX U.S.

Saudi Arabia's \$2B tennis investment 'feels like PGA Tour-LIV Golf all over again': Patrick Rishe

Patrick Rishe, Washington University in St. Louis director of sports business program and Sportsimpacts founder and president, joins 'Squawk Box' to discuss news of



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SQUAWK BOX U.S.

Gambling fueled bowl season

Patrick Rishe, director of sports business program at Washington University in St. Louis, joins CNBC's 'Squawk Box' to discuss what is ahead for sports and ...

12/29/2023 7:15:52 AM



SQUAWK BOX U.S.

Shohei Ohtani's record \$700 million contract: What it means for the economics of baseball

Patrick Rishe, Washington University in St. Louis director of sports business program and Sportsimpacts founder and president, joins 'Squawk Box' to discuss MLB superstar Shohei ...

12/11/2023 9:10:43 AM



March 20th, 2024

NBC Nightly News with Lester Holt

Discussing MLB Opening in Korea

