

Wharton Sports Business Initiative

November 17, 2004

On Tuesday, October 12, the Wharton Sports Business Initiative (WSBI) was officially launched when it hosted its first event, an "Industry Overview Career Panel" and reception that followed. WSBI invited all MBA Students contemplating a career



Jed Hughes, of Spencer Stuart, moderating the evening's panel

O'Neil, NBA, Joe Pierce, WG'98, Jacksonville Jaguars, and Mark Taffett, HBO Sports. The group discussion was moderated by Jed Hughes of Spencer Stuart who led the panel in topics including skills and experience needed for success, beginning an effective job search, expected salary structures, future trends, and how



Wharton Dean, Patrick T. Harker, here pictured with WSBI's Mori Taheripour and Ken Shropshire, attended the reception

The panel featured George Perry, WG'96, XM Radio, Leah Buhl, WG '01, ESPN, Inc., Chris Malone, WG'91, ARAMARK, Scott

an MBA can take advantage of his/her education in the "business" of sports. The evening was followed by a reception which was attended by not only our panel and participants, but a wide array of sports executives.



WSBI Director, Professor Shropshire (left), joins Wharton faculty, staff, and panelists for a toast



The panel engaged in lively and thought-provoking dialogue

Attendees at the event remarked that the session was “both educational and eye-opening” and that the combined level of experience and talent of the panel was inspirational. The evening was deemed a huge success! Given the attendance and support for this event, we hope that it will become an annual event moving forward.



WSBI Senior Fellow,
Professor Charles Grantham