

Wharton Sports Business Summit

2019 Agenda and Schedule

Jon M. Huntsman Hall | Friday, November 8

8:00AM - 8:45AM: Breakfast and Registration

8:45AM - 9:00AM: Opening Remarks - G06

9:00AM - 9:50AM: Morning Keynote - G06

- Michael Rubin, moderated by Darren Rovell

10:00AM - 10:50AM:

- **Running the Game:** Kiki Vandeweghe, Troy Vincent, moderated by Mori Taheripour - G06
- **The State of Philly Analytics:** Ian Anderson, Grant Fiddymont, Hannah Gaudet, moderated by Shane Jensen - G60
- **The Future of Esports:** Steve Flisler, Walter Wang, Jason Woo, moderated by Brian Egger - F60

11:00AM - 11:50AM: Lunch and Learn Sessions*

- **Behind the Scenes: How MLB Plans its Season** with Jeremiah Yolcut – 240
- **The Gridiron Genius:** Michael Lombardi on Sports, Leadership, and Life - F85
- **Did MLB Juice the Baseballs? The Inside Story:** Meredith Wills – 245

11:00AM - 12:30PM: Deloitte Case Competition – F60

***11:00AM - 12:00PM:** Lunches are available at the MBA Cafe, F85, 240, 245

Afternoon Sessions

Jon M. Huntsman Hall | Friday, November 8

12:00PM - 12:50PM:

- **A Conversation with Andrew Brandt** - G06
- **Breaking into the Front Office:** Jerome Allen II, Matt MacDonald, Michael Pinsky, Nik Oza, moderated by Alvin Williams - F85

1:00PM - 1:50PM:

- **Inside Sports Marketing, Presented by Anheuser-Busch:** Nick Kelly, Michael Zacharias, moderated by Rob DiGisi - G06
- **How to Create a Hockey Team: The NHL's Expansion to Seattle:** Alexandra Mandrycky, Ricky Olczyk, moderated by Len Potter - F85
- **Assessing the Current Football Analytics Landscape:** Eric Eager, Josh Hermsmeyer, Sean O'Leary, Aaron Schatz, moderated by Cade Massey - G60

2:00PM - 2:50PM:

- **Thinking in Bets:** Annie Duke on decision-making, moderated by Adi Wyner - G06
- **Mergers and Acquisitions in Sports:** David Abrams, Stuart Goldfarb, David Haber, moderated by Don Cornwell - F85

3:00PM - 3:50PM: Afternoon Keynote - G06

- David Blitzer and Scott O'Neil, moderated by Eric Bradlow

3:50PM - 4:00PM: Closing Remarks

4:30PM - 5:30PM: Happy Hour - Smokey Joe's (210 S 40th Street)