

Georgetown University Sports Industry Management Graduate Program Spring 2011 Faculty Announced

WASHINGTON, D.C. (February 16, 2011) – Georgetown University’s Master’s program in Sports Industry Management has announced its Spring 2011 faculty featuring top executives from the **NFL, NBA, MLB, NHL, MLS, NCAA, U.S. Olympic Committee, Under Armour, NASCAR, and Octagon**, among many others.

The program is led by Associate Dean Matt Winkler, a 15-year veteran of the sports industry and career education space, who joined Georgetown three years ago to launch this contemporary venture and new industry-standard.

Combined, the **82-member faculty boasts over 900+ years of sports industry experience and, along with over 45 organizational partners**, covers a wide variety of industries and disciplines with a local, national, and international focus. Some featured faculty include:

(Faculty and Course Listings at bottom)

Faculty List	Matt Winkler, Associate Dean, Sports Industry Management		
 Under Armour – Ann Rodriguez, Todd Walther, Torri Hanna, Shana Gritsavage, Ryan Kuehl, Bill Kraus (fmr)	 NFL PLAYERS ASSOCIATION NFL Players Association - Arthur McAfee, Joe Briggs, Tom DePaso, Tim English, Joe Nahra, Steve Goodman, Ahmad Nassar, Todd Flanagan	 NCAA – Abe Frank	 U.S. Olympic Committee – Karen Irish
 NBA - Brooks Meek	 BakerHostetler/MLB –Josh Alkin	 NASCAR - Brooke Beyer	 U.S. Soccer Foundation –Rob Kaler
 Special Olympics – Mandy Murphy	 Harlem Globetrotters – Mark Fine	 Athletes for Hope – Elena Cox	 USA TODAY Sports Media – Andy Zipfel
 Octagon – Tom George, Scott Horner, Nicola Murphy, Ho Shin (fmr)	 IMG Sports & Entertainment – Nickole Raymond	 Lagardere Unlimited – Keely O'Brien	 Creative Artists Agency (CAA) Sports – Joe Nahra,
 Monumental Sports & Entertainment– Randall Boe, Mary Davis, Kurt Kehl, Jim Van Stone	 Monumental S&E: Washington Capitals – Kurt Kehl, George McPhee, Nate Ewell, Michael Chan	 Monumental S&E: Washington Wizards/Mystics – Greg Bibb, Tommy Sheppard, Scott Hall	 Monumental S&E: Verizon Center – David Touhey
			

Washington Nationals – Scott Lewis, Lara Potter, Britton Miller, Ted Towne, Israel Negron	DC United – Doug Hicks, Michael Williamson	Washington Freedom – Mark Washo (fmr), George Perry (fmr)	Greater Washington Sports Alliance – Tricia Barry, Chris Browne
 Presidents Council on Fitness, Sports and Nutrition – Andrea Cernich	 U.S. Department of State/SportsUnited – Nina Bishop	 TEAM Coalition – Jill Pepper,	 MVK MostValuableKids – Jennifer Skolochenko-Platt,
 Baltimore Orioles - Kristen Schultz	 Baltimore Ravens - Melanie LeGrande	 Georgetown Athletics – Dan O'Neil	 AOL (fmr) – Marty Conway
 Comcast SportsNet – Steve Lieberman	 Comcast Spectacor – Pete Bockelman	 Sports Blog Nation – Kyle Ragsdale, Kevin Lockland	 Fantasy Sports Ventures - Clay Walker
 Washington Convention and Sports Authority – Erik Moses	 Tiger Woods Foundation /AT&T National –Danny Callahan	 PeacePlayers International - Brendan Tuohey	 USA Football(fmr) – Matt Sicchio, Damone Jones
 Erik Lee, U.S.G.A. / US Open 2011	 Steve Beck, NCAA Military Bowl presented by Northrop Grumman / USO	 Starcom MediaVest - Nancy McClenahan	 Blackboard - Ira Frankel
 The Goldwater Group – Bobby Goldwater	 Sports Talkers – Karlyn Lothery	 Washington BayHawks – Jeff Harvey (former owner)	 RedPeg – Allan Hermling
 Sportstoday – David Eyl	 BWF Communications – Steven Winter	 Meredith Communications - Meredith Geisler	 JLynn Associates – Jimmy Lynn, Visiting Professional in the Practice of Sports Industry Management
Chartese Burnett Communications and Community Relations Consultant	Zack Bolno – Adjunct Faculty	Ridley & Associates - Dawn Ridley	Jamie O'Connor - Marketing Consultant
Chris McGrath – Adjunct Faculty	Jim Layton – Adjunct Faculty	GU SIM Staff: Matt Winkler Stephanie Holland Laura Regensburg Jimmy Lynn	

(Continued below)

In the classroom and out in the field of play, GUSIM utilizes the benefit of two sports industry faculty per course, teaming together to provide the current trends in an applied education model. The **10-course, 30-credit hour curriculum concludes with the Capstone project**, a semester-long opportunity for students to showcase and apply what they have learned to produce one substantial piece of work under the tutelage of an industry sponsor and the program faculty.

The program includes two tracks:

- **Strategy Marketing, Communications and Digital Media (SMC)**
- **Business Management and Operations (BMO)**

In addition, the Master of Professional Studies program utilizes the spectacular list of **Georgetown University alumni** who currently serve as **sports executives** to help connect students to the industry outside of the classroom and to provide exceptional networking opportunities throughout the program. Externally, the GU program features partnerships with organizations on the following courses:

- **Under Armour, Sports Economics and Global Brand Management (SIM 730)**
- **NFL Players Association, Sports Law, Contracts & Negotiation (SIM 710)**
- **FIFA World Cup 2010 South Africa and Global Sports Responsibility (SIM 850), June 10-22, 2010- Johannesburg, SA**
- **London Week** - London 2012 Olympic Committee, NBA International, Nike Social Sustainability, Octagon UK, Arsenal Football Club, James Grant Sports and AEG Europe / The O2 Arena
- **SEME – The Sports Events Marketing Experience, national sports career and networking conference (8th annual, March 25-26, 2011, Washington, D.C)**
- **GU SIM High School Symposium (July 4-11)**
- **Washington Capitals (NHL) Fellowships (SIM 800)**
- **Tiger Woods Foundation Course (SIM 840)**

About Georgetown University

Georgetown University is the oldest Catholic and Jesuit university in America, founded in 1789 by Archbishop John Carroll. Georgetown today is a major student-centered, international, research university offering respected undergraduate, graduate and professional programs on its three campuses in Washington, DC. For more information about Georgetown University, visit www.georgetown.edu.

(GU SIM Website: <http://scs.georgetown.edu/sports>)

SPRING 2011:

Diversity and Social Responsibility in Sports (MPSM 520)

Section 1:

Melanie LeGrande	Baltimore Ravens	Director of Community Relations
Jill Pepper	Team Coalition	Executive Director

Section 2:

Nina Bishop	US Dept. of State, Sports Initiatives	Director
Israel Negron	Washington Nationals	Director of Community Relations

Section 3:

Karlynn Lothery	SportsTalkers	Principal
Tim Guinan	PeacePlayers International	Deputy Executive Director

Section 4:

Jennifer Skolochenko-Platt	Most Valuable Kids	Executive Director
Ellie Cox	Athletes for Hope	Vice President

Sales, Promotion, Sponsorship and Licensing in Sports (MPSM 620)

Section 1:

Allen Hermeling	Washington Redskins	Former VP, Sales & Marketing
Mark Washo	Washington Freedom	Former President & GM

Section 2:

Dawn Ridley	Ridley & Associates	Principal, Ridley and Associates
Chris Gargani	Washington Nationals	VP, Managing Director, Sales & Marketing

Section 3:

Jamie O'Connor	DC United	Former Vice President, Marketing
Steve Lieberman	Comcast SportsNet	General Sales Manager

Sports Digital Media and Consumer Engagement (MPSM 630)

Section 1:

Scott Lewis	Washington Nationals	Manager, Consumer Marketing
Kevin Lockland	SB Nation	Vice President, Editorial

Section 2:

Jimmy Lynn	JLynn Associates	Managing Partner
Andy Zipfel	USA Today	Senior Director, Sports Marketing & Development

Section 3:

Ira Frankel	Blackboard, Inc.	Senior Manager, Marketing Operations
Michael Chan	Washington Capitals	Director, Strategic Marketing

Sports Event Planning and Facility Management (MPSM 720)

Section 1:

Bobby Goldwater	The Goldwater Group	Principal
Felice Jones	NFL Players Association	AVP, Event Marketing

Section 2:

Tricia Barry Greater Washington Sports Alliance Director, Events
Steve Beck Military Bowl presented by Northrop Grumman Executive Director

Section 3:

Marty Conway AOL Former Director, Strategic Partnerships
Shana Gritsavage Under Armour Senior Manager, Corporate Giving & Events

Under Armour, Economics, and Global Brand Management (MPSM 730)

Section 1:

Bill Kraus Former Vice President, UA Consultant
Chris McGrath GU CCPE Consultant, CPA

Section 2:

Jim Layton Morice & Layton CPAs Partner/Consultant, CPA
Tori Hanna Under Armour Director, Women's Sports Marketing
Christy Hedgpeth Under Armour Director, Consumer Insight

Section 3:

Vlad Babin Deutsche Bank (Former) CPA
Ann Rodriguez Under Armour Director, Business Development

Internship Workshop I (MPSM 800/MPSM 810)

800

Section 1:

Nicola Murphy Octagon Director of Marketing

Section 2:

Nickole Raymond IMG Sports & Entertainment Client Manager, Golf

810

Section 1:

Lara Potter Washington Nationals Vice President, Communications and Brand Development

Section 2:

Zack Bolno Washington Redskins Former Executive Director of Communications

Section 3:

Brooke Beyer NASCAR Assistant General Council

Capstone (MPSM 900)

Section 1:

Meredith Geisler Meredith Communications Owner
George Perry Washington Freedom Former Senior VP, Sales & Marketing

Section 2:

Bobby Goldwater The Goldwater Group Principal

Section 3:

Karlyn Lothery Sports Talkers Founder
Jeff Harvey Washington Bayhawks Former Owner

Section 4:

Mary Davis Monumental Sports President, Employee/Administrative Services
Pete Bockelman Comcast Spectactor Director, Client Services & Operations