



THE STUDENT SPORT SUMMIT

Guest Panelist Biographies



MARQUETTE
UNIVERSITY

BE THE DIFFERENCE.



- **Jennifer Ark**, Director of Stadium Services, **Green Bay Packers**
- **Mike Broeker**, Deputy Athletic Director, **Marquette University**
- **Cas Castro**, Senior Vice President Human Resources and Planning, **Milwaukee Brewers**
- **Haley Clancy**, Senior HR Business Partner, **Milwaukee Bucks**
- **Garrison Cummings**, Assistant Director of Brand & Marketing, **Green Bay Packers**
- **Madison Dunker**, NIL General Manager, **Altius Sports Partners/Marquette**
- **Ginger Gorden**, CEO & Founder, **ggCFO Advisors**
- **Brad Harrison**, General Manager Marquette Sports Properties, **Learfield**
- **Michael Huang**, Managing Editor, **Sports Philadelphia Inquirer**
- **Chrysta Jorgensen**, Director of Retail Operations, **Green Bay Packers**
- **Bob Kohl**, Sr. Director of Broadcasting, **Nashville Predators**
- **Joan Malcheski**, Director of Brand Strategy & Marketing, **Green Bay Packers**
- **Jason McDonough**, Director of Ticketing and Premium Seating, **Green Bay Packers**
- **Sharon McNally**, Vice President Marketing, **Milwaukee Brewers**
- **Marie Milanowski**, Baseball Data Engineer, **Milwaukee Brewers**
- **Mike Moynihan**, Director of Facility Operations, **Green Bay Packers**
- **John Paquette**, Sr. Associate Commissioner, Sports Media Relations, **BIG EAST CONFERENCE**
- **Meg Pirics**, Senior Counsel, **Milwaukee Brewers**
- **Aaron Popkey**, Director of Public Affairs, **Green Bay Packers**
- **Mark Schlifske**, Vice President Business Analytics, **Milwaukee Brewers**
- **Chellee Siewert**, Founder & President, **Capture Sports and Entertainment**
- **Sumathi Thiyagarajan**, Senior Vice President, Analytics & Business Operations, **Milwaukee Bucks**

Jennifer Ark

Director of Stadium Services | Green Bay Packers

Jennifer Ark is the Green Bay Packers' director of stadium services. She oversees the Packers Hall of Fame, Stadium Tours, guest services and shareholder services. Prior to her current duties, she previously oversaw the club's premium seating program, as well as Lambeau Field events, restaurant and catering operations, and was heavily involved with the planning for the recent Lambeau Field's Atrium renovation and South End stadium expansion and now the current concourse renovation.

She joined the club in 1999 after working for six years in premium seating for two NBA franchises, the Cleveland Cavaliers (premium seating coordinator, 1993-95) and Portland Trail Blazers (premium seating manager, 1995-99). Ark, a Madison, Wis., native, received a bachelors degree in communications from the University of Wisconsin in 1991 and subsequently earned a masters of education in sports administration from Bowling Green State University in 1993. Ark has two children, Will and Elyse. Away from work she enjoys working out, reading and volunteering.



THE STUDENT
SPORT SUMMIT

Mike Broeker, '12

Deputy Athletic Director | Marquette University

A proven administrator with nearly 30 years of experience, Mike Broeker is in his 18th year as Deputy Director of Athletics in 2024-25, and 21st overall at Marquette University.

Broeker has played an integral role in the department's growth over the last decade by helping foster a mission-driven culture while building an infrastructure to support student-athlete success in and out of competition. The department's number two athletic administrator, Broeker manages day-to-day operations with a directed focus on external operations and revenue generation, provides guidance and support to the administrative and coaching staffs, and sport oversight for the men's basketball program. Through his leadership, Marquette Athletics has experienced broad-based athletic and academic achievement, unprecedented exposure and interest, and increased revenues from corporate partnerships, licensing, merchandising, ticket sales and donations.

Broeker joined the Marquette Athletics staff in November 2003 as Assistant Athletic Director for Media Relations, after nearly four years as a member of the basketball communications group at the National Basketball Association (NBA). While at the NBA, he worked to generate awareness for the league, its executive staff, events and initiatives and served as the primary contact for local and national electronic media outlets. Prior to working with the NBA, Broeker spent two years working in the communications group for the Women's Tennis Association (WTA). He served as a primary on-site media contact for events including Wimbledon, the Australian Open, the U.S. Open, and the French Open.

A former student-athlete at Siena College, Broeker was a two-year letterman as a pitcher for the baseball program. He got his start in college athletics as a Marketing/Sports Information Assistant at his alma mater.

Broeker earned a bachelor's degree in English from Siena in 1997, and master's degree in leadership studies from Marquette in 2012.

He and his wife, Anne, an alumna of Marquette, have three sons, Michael, Danny and Charlie.



THE STUDENT
SPORT SUMMIT

Octavio “Cas” Castro

Senior Vice President - Human Resources and Planning | Milwaukee Brewers

Cas Castro enters his sixth season overseeing the human resources department for the Brewers and first in his current position after being promoted on November 30, 2023. In his new role, Castro is taking the lead in strategic planning for the Club as it aligns its mission, vision and values to create a winning culture on and off the field.

Prior to joining the Brewers, Castro spent nine years at Marquette University where he served as vice president of human resources (2012-18) and assistant vice president of human resources (2009-12). He began his career at Goodwill Industries of Southeastern Wisconsin where he held roles as benefits, compensation and HRIS manager (2003-09) and human resources manager (1999-2003).

Castro serves on the board of directors for the Brewers Community Foundation, a foundation that harnesses the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in Greater Milwaukee and Wisconsin, and on the advisory board for the Center for Professional and Executive Development at the University of Wisconsin-Madison.

Castro graduated from the University of Wisconsin-Whitewater with a bachelor’s of business administration degree in business administration, management and operations.



THE STUDENT
SPORT SUMMIT

Haley Clancy, '20

Senior HR Business Partner | Milwaukee Bucks

Haley Clancy is a Senior Human Resources Business Partner at the Milwaukee Bucks.

In her role she is the HR representative for the business of basketball; supporting departments in Ticket Sales, Community Relations, Marketing, Digital, Corporate Sponsorships, Finance, Legal, Game Operations, Business Analytics, and Public Relations. She oversees the benefits administration, wellness programming, and internship program for the organization.

In 2017 she started as a Human Resources intern for the Milwaukee Bucks, until her May 2020 graduation from Marquette University. She was the Human Resources Supervisor at Accelerated Analytical Laboratories for a year before she returned to the Bucks organization in summer 2021.



THE STUDENT
SPORT SUMMIT

Garrison Cummings

Assistant Director of Brand & Marketing | Green Bay Packers

Garrison Cummings is the assistant director of brand & marketing for the Green Bay Packers. He develops and measures the Packers' brand and marketing strategy across all digital platforms, all while tuning into what fans truly want and bringing strategic initiatives to life. Collaborating closely with the brand and marketing team, he ensures sponsors and internal ads shine for the best possible outcomes.

Behind the scenes, strengthens fan connections through innovative technology and marketing. He partners with the NFL to guarantee all regulatory requirements are met, particularly when it comes to fan data and personalized marketing connections. He's all about uncovering every marketing opportunity to drive fans to the top of the funnel, using analytics, patterns, and personalization to guide them on their journey.

When he's not immersed in analytics, Garrison loves spending quality time with his family, stargazing, jamming to old school rap, and ensuring that Starbucks consistently delivers on its brand promise—every single day!



THE STUDENT
SPORT SUMMIT

Madison Dunker, '18

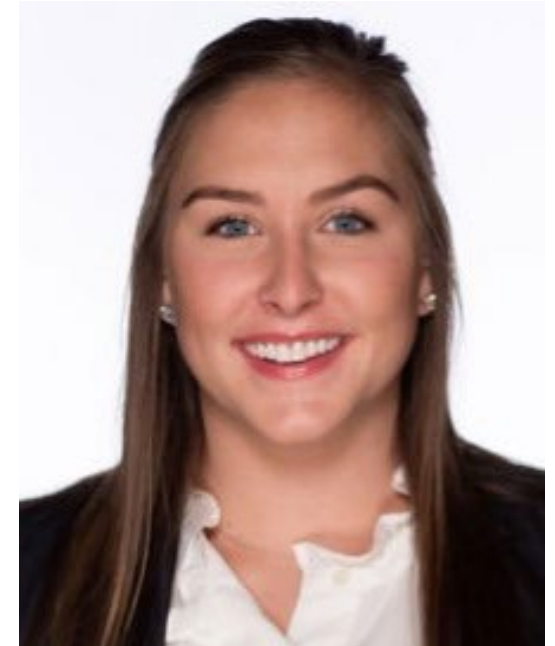
NIL General Manager | Altius Sports Partners/Marquette University

Madison Dunker started as Marquette's first NIL General Manager in March 2023.

In her role, she supports student-athletes, coaches, and staff as they maximize NIL opportunities. She oversees our program's day-to-day operations and leads the implementation of athlete-focused NIL education on marketing, personal branding, and content creation strategies. Additionally, she will be responsible for the ongoing support and guidance of external stakeholders for the advancement of our NIL efforts.

Prior to her time at Marquette, Dunker spent two and a half years at the University of Illinois, Urbana-Champaign as a Student-Athlete Development Coordinator. In this role, Dunker served on a team that supported the holistic development of 500+ student athletes in the areas of NIL, career and leadership development, and civic engagement.

The Rockton, IL native was a four-year letter winner for the women's soccer team (2014-2017) and earned a Bachelor of Arts in Public Relations and Advertising from Marquette. She also earned her Master of Arts in Sport Administration from Ball State University.



THE STUDENT
SPORT SUMMIT

Ginger Gorden, '92

CEO & Founder | ggCFO Advisors

Ginger Gorden is the founder and CEO of ggCFO Advisors, a prominent multi-family office advisory firm specializing in serving professional athletes and high net worth families. Her firm offers a comprehensive range of services including objective financial counsel, investment advisory, wealth management, operational oversight, business management, tax and estate planning, risk management, lifestyle management, coordination of professionals, and foundation management. With extensive expertise in financial counsel and strategic advisory services, Ginger provides trusted guidance to creative leaders seeking to manage their wealth effectively.

Driven by a passion for financial planning, Ginger established her business with a commitment to providing clear, concise, and straightforward guidance to non-financial professionals. She is dedicated to crafting financial strategies that align with the unique goals and circumstances of her clients, navigating changes in tax laws, economic environments, and personal financial landscapes.

Before founding ggCFO Advisors, Ginger held positions as a seasoned chief financial officer across diverse global industries. Her experience spans sports representation, financial services, technology, foodservice, and hospitality, with operational oversight in Europe, Latin America, and China. She holds an MBA from the University of Illinois Chicago and a BA from Marquette University, and she is recognized as a Certified Public Accountant (CPA), Certified Financial Planner (CFP), and Registered Investment Advisor (RIA).



THE STUDENT
SPORT SUMMIT

Brad Harrison

General Manager, Marquette Sports Properties | Learfield

Brad Harrison will be entering his tenth year with Marquette Sports Properties in 2024-25. He was hired in the spring of 2015 after serving as the General Manager for Learfield Sports -- University of Memphis Tiger Sports Properties since 2008. Harrison brings over 25 years of sales and marketing experience which includes eight years in college athletics at the University of Memphis and Utah State University. He has established a record of building high-level client relationships by creating client-specific sales opportunities that have led to revenue growth.

At Memphis, Harrison oversaw direct day-to-day operations and long-term planning to meet future goals by serving in a sales, support and leadership role for major corporate sponsorship accounts. He spearheaded an effort to launch an aggressive sales program to bring a strong market presence and increase annual corporate growth goals for various sponsors.

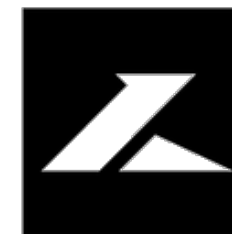
In addition to past sponsorship successes, Harrison also negotiated agreements with digital website leader, CBSi, negotiated a radio flagship agreement with Clear Channel, negotiated television rights agreement with Fox Television Corporation, and was responsible for building relationships with the Liberty Bowl Memorial Stadiums management group, Global Spectrum along with Hoops Inc. and the Memphis Grizzlies.

Harrison also spent two years at Utah State where he managed USU's multi-media rights and was in charge of developing brand growth through the development of advertising and promotion venue sales.

Harrison graduated from Western Michigan University in 1996 with a bachelor's degree in Organizational Communication. His past experiences also include a five-year stint with the Detroit Lions and prior to that Harrison was the Director of Suite Sales with the Detroit Tigers where Harrison played an integral role in opening both Ford Field (Detroit Lions) and Comerica Park (Detroit Tigers).



LEARFIELD



THE STUDENT
SPORT SUMMIT

Michael Huang, '93

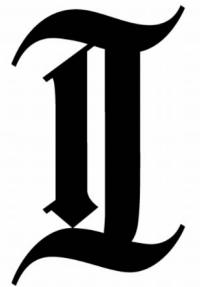
Managing Editor, Sports | *Philadelphia Inquirer*

Michael Huang has spent nearly 25 years in the sports media industry, covering the Super Bowl, NBA Finals, World Series, NFL, MLB and NBA playoffs, UFC title fights, March Madness, the NCAA College World Series and multiple All-Star Games. He has perspectives from both the team and media side, serving 11 seasons in the Chicago Cubs front office and 10 years as a senior and deputy editor for ESPN.com. As head of ESPN China's editorial arm, he produced ESPN's very first segments in China.

Today, as the managing editor of sports for The Philadelphia Inquirer, he oversees a diverse and inclusive staff of editors and reporters. When he arrived at The Inquirer, there were zero women on the sports desk. Today, The Inquirer boasts women on every professional beat, as well as two sports editors and three general assignment writers. In 2022, The Inquirer earned APSE recognition for its work on the 50th anniversary of Title IX.

Additionally, Michael has served as an adjunct professor at New York University since 2020, teaching sports reporting and sports and society.

Michael is a 1993 graduate of Marquette University, where he was awarded the 2023 Byline Award (outstanding journalism alumni of the year). He earned his M.A. from DePaul University in 2000. The New Jersey native lives in Mystic, Conn., with his wife Peggy, his daughter Kaia (a sophomore at Roger Williams University), and dog Betsy.



THE STUDENT
SPORT SUMMIT

Chrysta Jorgensen

Director of Retail Operations | Green Bay Packers

Chrysta's career in sports started with an internship in Minor League Baseball focused on retail and marketing. Her path in retail continued for eight seasons in MiLB, managing retail and ticket operations. As with most minor league jobs, these weren't the only hats she wore, the dirtiest of them all being pulling tarp.

In 2014 she finally got the call-up to the big leagues, and she moved to WI to lead the Brewers retail store operations at Miller Park. In 2015, she embarked on a new sports journey by joining the Milwaukee Bucks. Chrysta was involved in helping launch the retail assortment for the rebrand, the transition from the Bradley Center to Fiserv Forum, designed countless exclusive collections, and sat on NBA team advisory committees. The culmination of planning, designing, and teamwork led to an exceptional experience during the 2021 NBA Finals Championship.

An unexpected career trifecta of working for all three major level sports teams in WI occurred in 2022, when Chrysta joined the Green Bay Packers as the Director of Retail Operations. In this role, she oversees all aspects pertaining to retail for the organization.



THE STUDENT
SPORT SUMMIT

Bob Kohl, '89

Senior Director of Broadcasting | Nashville Predators

Bob began working in television while still in high school, doing play-by-play on local cable TV for high schools in New Berlin, WI. While at Marquette University, he hosted his own live weekly interview show on cable, eventually winning a Community Access Student Award for a feature he produced on the Milwaukee Admirals hockey club.

Upon graduating in 1989, Bob moved to Nashville and got a job in the On-Air Promotions Department at TNN: The Nashville Network. From there he became Assistant Program Manager over such shows as RollerJam, ECW Wrestling, and Professional Bull Riding.

After a short stint as a producer at Shop At Home, Bob joined the Nashville Predators hockey club. Entering his 19th season as Senior Director of Broadcasting, he oversees all game productions and team ancillary programming that airs on Bally Sports, and produces all hockey games as well. Bob also oversees the Predators radio network that has affiliates in Tennessee, Kentucky, and Alabama. He has won three MidSouth Emmy Awards for Stanley Cup playoff coverage airing on Fox Sports Tennessee that he has overseen.

Bob resides in Gallatin, TN.



THE STUDENT
SPORT SUMMIT

Joan Malcheski

Director of Brand Strategy & Marketing | Green Bay Packers

Perspective, thoughts with a pulse and fresh delivery light her professional world. With 15 years of agency, marketing and branding experience, Malcheski has directed multiple plans to both business to business and business to consumer clients – with the drive and vigor to understand and market products as diverse as disposable paper products to unmanned ground vehicles.

Director of Brand Strategy and Marketing is her current role with the team and is a strong passion. With this department, she aims to deliver impactful strategies, layouts and campaigns that inspire forward thinking and encourage various audiences to take actions. Her goal is to heighten and strengthen engagement with one of the most popular fan bases in the professional sports world. She helps connect Packers' fans with the team both through reach and depth of message and interaction. The core focus of the department includes an excellent team working on: business intelligence, research, fan clubs, a robust email database, Packers Everywhere (social, web, and on-site drivers) and overseeing the creative department.



THE STUDENT
SPORT SUMMIT

Jason McDonough

Director of Ticketing and Premium Seating | Green Bay Packers

With an impressive fourteen-year journey at the Packers, Jason McDonough has made waves as a sales executive, manager, and assistant director of premium seating before his current role as the Director of Ticketing and Premium Seating. In his current role, Jason expertly oversees all sales, service, and ticket operations for the Green Bay Packers and other thrilling events at Lambeau Field. His leadership has guided teams to achieve remarkable client satisfaction, record-breaking customer retention and consistent revenue growth. Jason played a pivotal role in the creation of the new premium seating areas in the south end zone in 2014 and was instrumental in the exciting suite and club seat renovations in 2016 and 2017.

Before joining the Packers, he honed his skills as the manager of client services for the Miami Dolphins and Sun Life Stadium from 2007 to 2010. His experience also includes leading the premium seating department for the Florida Panthers (2003 to 2007) and kicking off his career as an account executive in new business development with the Minnesota Wild in 2002.

A proud native of McHenry, Ill., Jason McDonough graduated with a B.A. in 1998 and later earned his MBA in 2001 from the University of St. Thomas in St. Paul, Minn. He shares his life with his wonderful wife, Nina, and their two children, Finn and Teagan.



THE STUDENT
SPORT SUMMIT

Sharon McNally

Vice President, Marketing | Milwaukee Brewers

Sharon McNally is the Vice President of Marketing for the Milwaukee Brewers. Sharon has held this position. Prior to their current role, Sharon was with GS Design where she served as Managing Director, Director of Client Services, and Head of Client Services. Sharon was also a Director with Wisconsin Progressive Communications and GMR Marketing, and a VP and Account Director with Momentum Worldwide. Sharon has over 20 years of experience in marketing and communications, and has a proven track record in delivering results for their clients.

Sharon McNally has a Bachelor of Fine Arts (B.F.A.) from the University of Hartford and has also studied at SACI College of Art & Design in Florence, Italy.



THE STUDENT
SPORT SUMMIT

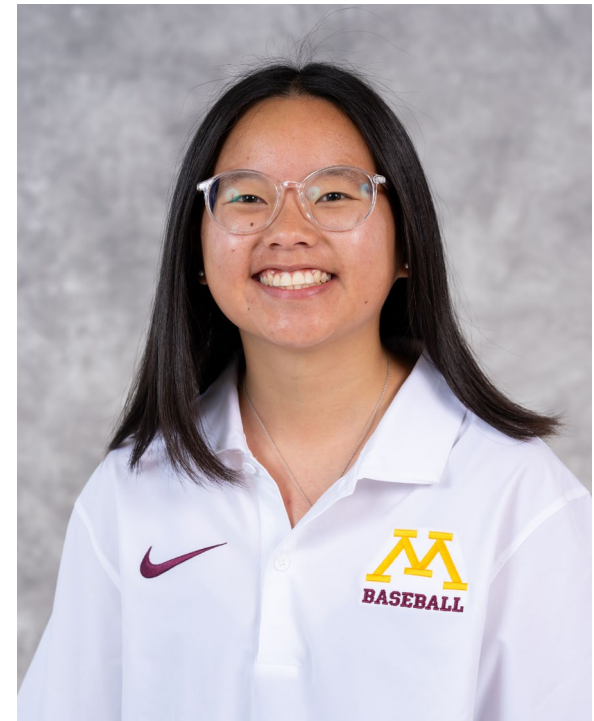
Marie Milanowski

Baseball Data Engineer | Milwaukee Brewers

Marie Milanowski is a Baseball Data Engineer with the Milwaukee Brewers where she focuses on data ingestion, processing, automation, quality, validation, and pipeline optimization and maintenance.

Prior to joining the Brewers full time this past June, Marie graduated from the University of Minnesota with a degree in Data Science and a minor in Spanish where she was a student manager for the Men's Baseball team for four years and mentored new students in the Engineering college.

She also interned with Inside Edge, a sports scouting company, for a year and with the Milwaukee Brewers for a year, attended the first two annual Women in Sports Data Symposiums, and was involved with Uncommon Sports Group, a professional and religious development group for Christians working in sports.



THE STUDENT
SPORT SUMMIT

Mike Moynihan

Director of Facility Operations | Green Bay Packers

Mike Moynihan is the Director of Facility Operations for the Green Bay Packers. Mike has been with the Packers organization for 25 years and prior to that worked at Lambeau as a mechanical contractor for 11 years.

Mike grew up in the shadows of Lambeau Field in the Village of Ashwaubenon. He is a United States Air Force veteran and received an associate degree through the Community College of the Air Force while on active duty. Following his four-year enlistment, he was hired by a local mechanical contractor and completed a five-year steamfitter apprenticeship through Local 400 where he received his journeyman certification.



THE STUDENT
SPORT SUMMIT

John Paquette, '78

Senior Associate Commissioner, Sports Media Relations | BIG EAST CONFERENCE

John Paquette is the Senior Associate Commissioner for Sports Media Relations for The BIG EAST Conference. He is the primary media contact and spokesman for the league and contributes to the conference's communications and brand strategies. His responsibilities also include serving as the Media Coordinator for The BIG EAST Tournament in Madison Square Garden in New York.

Paquette has worked at the BIG EAST since 1990. Prior to his tenure there, he worked at league member Seton Hall University, the Metro Atlantic Athletic Conference, Saint Peter's College and Wagner College.

Since the 2020-21 academic year, he has served on the Executive Board of College Sports Communicators (CSC), the national organization of college athletics communications professionals. He was President in 2023-24.



THE STUDENT
SPORT SUMMIT

Meg Pirics, '23, '16

Senior Counsel | Milwaukee Brewers

Meg Pirics is Senior Counsel for the Milwaukee Brewers Baseball Club. She earned her B.A. cum laude from Marquette University and her J.D. from Marquette University Law School, where she was a recipient of the Certificate in Sports Law from the National Sports Law Institute. While in law school, Meg served as the Editor-in-Chief of the *Marquette Sports Law Review* and was the recipient of the Martin J. Greenberg Award for Excellence in the Study of Sports Law.

In her role for the Milwaukee Brewers, Meg is responsible for drafting and negotiating agreements for the Club's business and baseball operations; managing all legal matters for the American Family Fields of Phoenix, the Club's Spring Training facility; defending and maintaining the Club's trademark and other intellectual property rights; acting as the Club's Youth Protection Compliance Officer, enforcing MLB's Youth Program Protection Policy at the Major League and Player Development League levels; and serving as a member of several internal working groups, including the Club's Internal Risk Committee and the Women in Baseball Employee Resource Group.

In addition to her work with the Brewers, Meg is actively involved in the Milwaukee community and sits on the Board of Directors for the Association of Corporate Counsel – Wisconsin and the Sports and Entertainment Law Section for the State Bar of Wisconsin, the Board of Advisors for the National Sports Law Institute, and the Associate Board for City Year Milwaukee. She is also a spin instructor at Fire Cycle Fitness.



THE STUDENT
SPORT SUMMIT

Aaron Popkey

Director of Public Affairs | Green Bay Packers

Aaron Popkey is director of public affairs for the Green Bay Packers. In his 32nd season and a veteran member of the organization's leadership team, Popkey manages relationships with key stakeholders in the community, including federal, state and local government and civic officials, as well as regional economic development officials. He also oversees external communications and media relations for all non-football departments.

Through the course of his career, Popkey has been involved in many of the organization's major events of the past 30 years, including appearances in Super Bowls XXXI, XXXII and XLV, the redevelopment and subsequent expansions of Lambeau Field, the development of Tiletown, the 50-acre, mixed-use development west of Lambeau Field, and projects that celebrated the Packers' 100th anniversary, including a Midwest Emmy-nominated documentary, *Legacy: 100 Seasons of the Green Bay Packers*, and an award-winning, four-volume book, *The Greatest Story in Sports, Green Bay Packers 1919-2019*. He also is a member of the Packers' core team that is preparing to host the 2025 NFL Draft.

The De Pere, Wis., native earned a bachelor's degree in journalism from the University of Wisconsin-Madison's School of Journalism and Mass Communication in 1994 and received the school's Ralph Nafziger Award in 2005.



THE STUDENT
SPORT SUMMIT

Mark Schlifske

Vice President, Business Analytics | Milwaukee Brewers

As Vice President – Business Analytics for the Milwaukee Brewers, Mark Schlifske works to optimize net revenue and grow the influence and impact of data analytics within business operations and the fan experience.

Schlifske originally started with the Brewers in 2015 but returned to the organization in 2023 after stints as at two venture-backed start-ups.

He began his career as a consultant with McKinsey & Company.



THE STUDENT
SPORT SUMMIT

Chellee Siewert

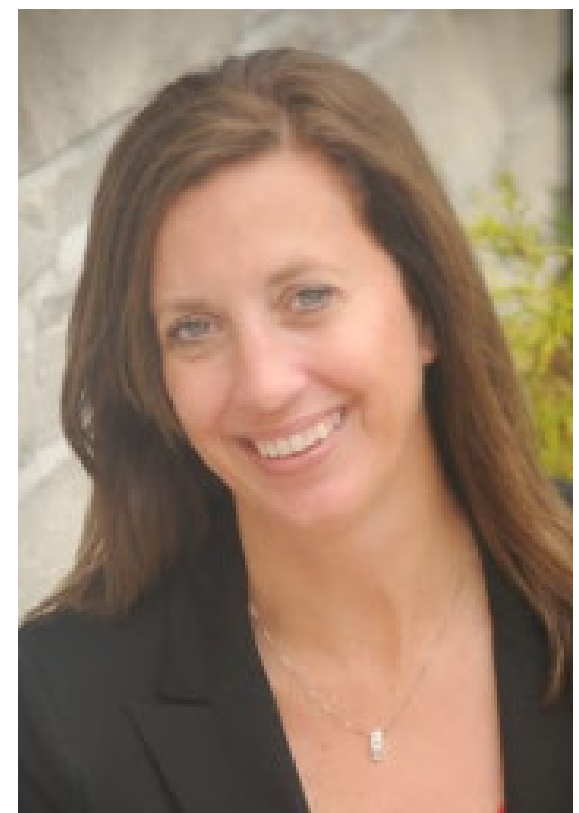
Founder & President | Capture Sports and Entertainment

Chellee Siewert's experience with corporations, sports entities and nonprofits in marketing, public relations and event execution made establishing a company a natural progression.

Chellee's experience in sports marketing includes coordinating events, appearances and public relations for high level athletes or their foundations including JJ Watt Foundation, Aaron Rodgers, Greg Jennings Foundation, Ryan Braun, Bryan Bulaga, Jermichael Finley and U.S. Olympian Alyson Dudek. Since founding Capture Sports & Entertainment, Chellee partnered with the JJ Watt Foundation to launch its inaugural fundraising event, the JJ Watt Charity Classic softball game. Her work included sponsorships, public relations and event logistics for the sold out (7,500) event, which raised more than \$430,000. Chellee also has been a proponent of moving the event to an MLB stadium hosting 30,000 fans and raising \$1,600,000 for the JJ Watt Foundation. Chellee has also secured media exposure for numerous clients with ESPN, CBS, CNN, Yahoo and Fox Sports. She has facilitated strategic philanthropic partnerships and innovative business-to-business partnerships. Additionally, she conceived and implemented new market segments, products, initiatives and marketing campaigns for clients.

As Vice President of Marketing for the Milwaukee Wave, Chellee was responsible for the organization's marketing, public relations, communications, merchandising and budgeting. She negotiated media buys and partnerships securing over \$191,000 in free media. She developed a first of its kind charitable jersey program for a professional sports franchises, which included partnering thirteen charities, media and corporate partners under the Wave's nonprofit, The Wave of Hope. Through this program, events and grants she raised over \$250,000 for the Wave of Hope. Chellee also negotiated a Nike partnership increasing merchandise net sales by 130% from the previous year.

Chellee is an alumna of the University of Wisconsin-Green Bay. Outside of work, Chellee cherishes her time with her husband, Brett, and her two sons, Cole and Cade.



CAPTURE
SPORTS & ENTERTAINMENT

**THE STUDENT
SPORT SUMMIT**

Sumathi Thiyagarajan, '23

Senior Vice President, Analytics & Business Operations | Milwaukee Bucks

Sumathi Thiyagarajan is the Senior Vice President of Analytics & Business Operations at the Milwaukee Bucks and Fiserv Forum. Serving on the executive team, she leads the Business Strategy & Analytics and Ticket Operations teams to harness business analytics, data visualization, customer data management, consumer research and process improvement to drive revenue and decision making throughout the organization.

Prior to this role, she served in various leadership positions within Marquette University, including the Sr. Director of Strategy & Operations for University Relations, Director of Program Management in the Office of the President, and Marquette's program manager in Northwestern Mutual Data Science Institute (www.nmdsi.org). Across all these roles, she worked closely with senior leaders within the various units across campus, leading a range of strategic and operational initiatives, supporting taskforces and implementing grant programs. Prior to Marquette, Thiyagarajan's experience spanned over 10 years across many healthcare sectors (consulting, health systems, medical devices & non-profit) developing strategies, defining goals, measuring performance and implementing plans.

She also serves on the board of REDgen and on the Leadership Advisory Committee for the Dean of the Medical College of Wisconsin. Additionally, she is a proud member of Tempo Milwaukee and Hoan Group.



**THE STUDENT
SPORT SUMMIT**