

THE STUDENT SPORT SUMMIT



Friday, Sept. 27
Noon – 5 p.m.
AMU, Ballrooms

SESSION SCHEDULE

- 12:00 p.m.** **Check-In Begins, *Lynch Lounge***
- 12:15 p.m.** **Welcoming Remarks, *Ballroom E***
- 12:25 p.m.** **Keynote Speaker, *Ballroom E***
- 1:30 - 2:30 p.m.** **Careers in Sport Concurrent Breakout Sessions, *Various Locations (See next page)***
- 2:45 - 3:45 p.m.** **Careers in Sport Concurrent Breakout Sessions, *Various Locations (See next page)***
- 4:00 p.m.** **Closing Remarks, *Ballroom E***
- 4:10 p.m.** **Networking Reception, *Lynch Lounge***

More about our keynote speaker:

Sophia Minnaert enters her 12th season as a sideline reporter for Milwaukee Brewers broadcasts. She is also in her sixth year as broadcast and digital features content director after being named to the position in June 2018. Minnaert was named Wisconsin Sportscaster of the Year in 2022 by the National Sports Media Association, becoming the first female to win the award. She won an Emmy Award for Outstanding Crafts Achievement for On-Camera Talent in 2018 and was nominated for the same honor in 2019, 2020 and 2021. In the offseason, Minnaert hosts Inside Marquette Basketball with men's basketball coach Shaka Smart. She previously handled sideline duties for the Milwaukee Bucks and for the WIAA state football championships. A native of Madison, Wisconsin, Minnaert graduated from Edgewood High School and later earned degrees in journalism and Spanish language and literature from Marquette University.





BREAKOUT SESSIONS

1:30 p.m. & 2:45 p.m.

Operations: Game-Day, Business, Guest Services – Ballroom A

- Jennifer Ark, Director of Stadium Services Green Bay Packers
- Mike Broeker, Deputy Athletic Director Marquette University – Grad '12
- Cas Castro, Sr. Vice President Human Resources and Planning Milwaukee Brewers
- Mike Moynihan, Director of Facility Operations Green Bay Packers

Sales: Tickets, Sponsorships, Retail – Henke Lounge (2nd Floor)

- Brad Harrison, General Manager Marquette Sports Properties (Learfield)
- Chrysta Jorgensen, Director of Retail Operations Green Bay Packers
- Jason McDonough, Director of Ticketing and Premium Seating Green Bay Packers
- Chris Rothwell, Sr. Director Partnerships and Premium Sales Milwaukee Brewers

Analytics: Data Science, Ticket Sales, Marketing – Ballroom B

- Garrison Cummings, Assistant Director of Brand & Marketing Green Bay Packers
- Marie Milanowski, Baseball Data Engineer Milwaukee Brewers
- Mark Schlifske, Vice President Business Analytics Milwaukee Brewers
- Sumathi Thiyagarajan, Sr. Vice President, Analytics & Business Operations Milwaukee Bucks – Grad '23

Marketing: Strategy, Athlete-Brand Promotion, Fan Engagement – Ballroom E

- Joan Malcheski, Director of Brand Strategy & Marketing Green Bay Packers
- Sharon McNally, Vice President Marketing Milwaukee Brewers
- Chellee Siewert, Founder & President Capture Sports and Entertainment

Journalism: Broadcast, Sports Journalism, PR & External Relations – Ballroom C

- Michael Huang, Managing Editor, Sports Philadelphia Inquirer – Comm '93
- Bob Kohl, Sr. Director of Broadcasting Nashville Predators – Comm '89
- John Paquette, Sr. Associate Commissioner, Sports Media Relations BIG EAST CONFERENCE – Jour '78
- Aaron Popkey, Director of Public Affairs Green Bay Packers

Administration: Law, Finance, NIL – Ballroom D

- Haley Clancy, Sr. HR Business Partner Milwaukee Bucks – Bus Ad '20
- Madison Dunker, NIL General Manager Altius Sports Partners (Marquette) – Comm '18
- Ginger Gorden, CEO & Founder ggCFO Advisors – Bus Ad '92
- Meg Pirics, Sr. Counsel Milwaukee Brewers – Arts '23, Law '16