

GOING PRO

**GETTING
INTO THE
SPORTS GAME**



THE UNIVERSITY OF
ALABAMA

Division of
Student Life
Career Center

D.R.I.V.E. | **A**
FOR SUCCESS

GOING PRO EVENT PROGRAM

6:30 p.m. - Welcome and Introduction of Facilitator

Melinda King
Assistant Vice President for Student Life

6:35 p.m. - Summary of event

Andrew Billings
Director, Alabama Program in Sports Communication
Ronald Reagan Chair of Broadcasting in the Department of Journalism and Creative Media

6:40 p.m. - Introduce Panelists, student questions

Andrew Billings

7:25 p.m. - Closing remarks

Jessie Gardner
Director, Student-Athlete Enhancement

7:30 p.m. - Networking Opportunity

MODERATOR BIO



Dr. Andrew Billings

Director, Alabama Program in Sports Communication

Ronald Reagan Chair of Broadcasting in the Department of Journalism and Creative Media

Dr. Billings' research interests lie in the intersection of sport, mass media, consumption habits, and identity-laden content. With 18 books and over 150 journal articles and book chapters, he is one of the most published sports media scholars in the world. His books include *Olympic Media: Inside the Biggest Show on Television* and *The Fantasy Sport Industry: Games within Games*. He also serves on many editorial boards, including as an Associate Editor of the journal *Communication & Sport*.

Billings' work has won numerous awards from organizations such as the National Communication Association, the Broadcast Education Association, and the Association for Education in Mass Communication and Journalism. He has lectured in nations around the world, from Spain to China to Austria. His work in the classroom has also earned him many teaching awards. He has been interviewed over 500 times by media outlets ranging from The New York Times to The Los Angeles Times to ESPN. Billings has also consulted with many sports media agencies and is a past holder of the Invited Chair of Olympism at the Autonomous University of Barcelona.



Division of
Student Life
Career Center



PANELIST BIOS



Juan Aguilera, *Corporate Partnerships, New Orleans Saints/New Orleans Pelicans*

Juan has been with the New Orleans Saints and Pelicans for three years and is currently a Senior Corporate Sales Executive. During his time with the organization, he has become the top performer in new business acquisition and has had the chance to work on large business opportunities, such as the Pelicans' "game jersey patch". Recently, he has been working on a multi-year agreement to secure name rights for the Mercedes Benz Superdome. Aguilera attended Auburn University as a student athlete.



Dr. Katrice Albert, *Executive Vice President of Inclusion and Human Resources, NCAA*

Dr. Albert leads NCAA efforts to enhance diversity, inclusion, leadership development, and community engagement. Prior to joining the NCAA, Dr. Albert served as vice president for equity and diversity of the University of Minnesota. She has been named an Outstanding Diversity in Business honoree by the Minneapolis-St. Paul Business Journal, an HBCU Digest Genesis Scholar, an Auburn University College of Education Young Alumni of the Year, and one of Baton Rouge's Top Forty under 40.



Steven Braband, *Director of Digital Video, ESPN*

Steven Braband is the Director of Digital/Social Video at ESPN. He has been with ESPN for 11 years - starting in international programming and moving to social video and business strategy in 2010. His focus is on developing, launching, and producing shows for digital platforms. Braband graduated from Clarion University in Pennsylvania with a Bachelor of Arts in Communication.



Dr. Coral Marshall, *Instructor, College of Communication and Information Sciences, The University of Alabama*

Dr. Coral Marshall is an instructor of sport communication in the department of advertising and public relations. She is also the assistant director of the Alabama Program in Sports Communication.



Jeff Purinton, *Executive Associate Athletics Director for External Operations, Alabama Athletics*

Jeff Purinton is the liaison to Learfield/IMG sports and the primary contact between the University and ESPN/SEC. Purinton oversees Alabama's external communications, marketing, trademark licensing, video and photography. Previously, Purinton worked with the Florida State Athletics Department. Purinton has served on several National Championship Game coordination committees, and has successfully promoted three Heisman Trophy campaigns and a Campbell Trophy winner.



Wright Waters, *Executive Director, Football Bowl Association*

Waters' role is to increase public and institutional knowledge of the bowl experience and its benefits to student-athletes and educational institutions. Previously, Waters served as the commissioner of the Sun Belt Conference. Waters has gained the National Football Foundation's Legacy Award for lifetime achievement, and a Louisiana Sports Writers Association Hall of Fame membership. In 2012, the Sun Belt renamed its regular season football championship award as the H. Wright Waters Trophy.

NETWORKING PROFESSIONAL BIOS



Stan Adams, *Sports Sales Manager, Tuscaloosa Tourism & Sports*

Stan's primary responsibilities are focused on obtaining, retaining, and growing Sporting Events in Tuscaloosa in order to generate Economic Impact. Stan graduated from the University of Alabama with his Bachelor's in Marketing and his Master's in Sports Management. He first joined Tuscaloosa Tourism and Sports as an intern, while attending graduate school in 2015, before rejoining last October as the Sports Sales Manager.



Marco Battle, *Branch Manager, BSN Sports*

BSN Sports is the largest distributor of team sports apparel and equipment in the United States. In his current role, Marco is responsible for leading a team of 10 sales professionals who call on athletic departments around the state of Texas. Marco spent 20 years with Fruit of the Loom in various sales roles. He is a graduate of the University of Alabama and was captain of the Alabama football team in 1989.



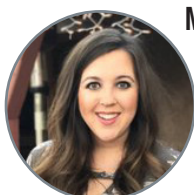
Davis Blair, *Operations Manager-UA Gameday, Bruno Event Team*

Davis oversees all aspects of gameday parking, traffic, tailgating, staffing, and communications. His previous experience with Bruno Event Team includes various operational roles working on premier sporting events including University of Tennessee Gameday, SEC Baseball Tournament, CrossFit Games, and the Honda Indy Grand Prix of Alabama. Davis received both a Bachelor of Science in Marketing, as well as a Master of Science in Marketing from the University of Alabama.



Michelle Diltz, *Assistant Strength & Conditioning Coach, Alabama Athletics*

Michelle has been the strength and conditioning coach for the softball, women's golf, cheer and dance programs at The University of Alabama since 2005. Michelle's primary responsibilities include coaching the athletes through training programs specifically designed for each specific sport and athlete.



Meaghan Hall, *Assistant Director of Marketing, Alabama Athletics*

Meaghan oversees marketing and promotions for gymnastics and softball, while working closely with men's basketball and football. This includes advertising, social media management, and in-venue production. Prior to competitions, she helps promote ticket sales and creates giveaways and promotions for each contest. On game days, she helps run the production in-venue.



Butch Henry, *Former Athletics Director-FIU; Former General Manager-Crimson Tide Sports Marketing*

A veteran of 35 years in collegiate athletics, Butch spent 14 years as Associate Athletics Director at the University of Arizona. He was Director of Athletics at Florida International University when he was recruited to be General Manager at Crimson Tide Sports Marketing. After retiring from CTSM, Butch taught Marketing, Sales and Public Relations for seven years. At FIU Henry took the Golden Panthers into the Sun Belt Conference and led the start up of football at the institution.



Luke Holcomb, *Manager of Business Development, Crimson Tide Sports Marketing*

Luke's primary responsibilities include prospecting and closing new corporate partnerships, generating revenue through new business, and developing and maintaining sponsor relationships for university athletic programs. Additionally, he collaborates with vendors, sponsors, property staff, and university athletic personnel to ensure implementation of sponsorships. Luke also develops creative inventory to introduce to the school. Luke graduated from The University of Alabama with both his Bachelor's and Master's degrees.



Lindsey Lightsey, *Director, Crimson Tide Hospitality*

Lindsey oversees the premium seating management for Alabama Athletics. In addition to game days, she oversees special events held in these athletic venues. Lindsey started as a Crimson Tide Hospitality intern in 2012, and returned as an Assistant Director in 2014 after working at FSU and the Atlanta Falcons.



Caitlin Marcano, *Head Coach, Nike Factory Store*

Caitlin worked with Nike Direct to open one of the first collegiate concept stores in the U.S. In her role, Caitlin is responsible for all aspects of managing a store. She manages people, operations and environment to achieve sales, service, organization, customer satisfaction and profitability. She also manages the budget, manages Department and Assistant Managers and develops in-store talent.



LaTonya McKee, *Director of Human Resources, Levy Restaurants*

LaTonya McKee is the Director of Human Resources for Levy Restaurants, the provider of concessions for sporting events located at the University of Alabama. She has over 20 years experience in Human Resources in the staffing, automotive, and sports industries. At Levy, she is responsible for talent acquisition, employee relations and the health, safety, and wellness program for their employees.



Eric Nunez, *Athlete Talent Attraction Coach-New Orleans, Nike*

Eric started his journey with Nike as a Coach in the New Orleans Community Store, before transitioning to his current role. His primary responsibility is to connect with potential candidates for Nike Retail and to promote the brand across the Gulf Coast. Eric graduated from the University of New Orleans with a Bachelor of Science in Business Management.



Sam Schilleci, *Event Manager, Bruno Event Team*

Sam handles various operational aspects for Bruno's University of Alabama Gameday and ZOOM Motorsports divisions. As a part of Bruno Event Team, Sam has had the opportunity to work on a variety of sporting events including the Honda Indy Grand Prix of Alabama, Davis Cup, SEC Baseball Tournament, and PGA Champions Tour events. Sam graduated from The University of Alabama with a Bachelor of Science in Management.



Alex Seiver, *Director of Video Production, Crimson Tide Productions*

Alex oversees a team of six video professionals and 100+ students in broadcast video production, in-venue production, and web and social media content production. Additionally, he produces and directs various sport competitions for SEC Network+ broadcasts. A graduate of The University of Alabama in 2010, Alex has spent the last 7 years working with Crimson Tide Productions in various video production roles.



Lindsay Smith, *Director of Internal Operations, Knight Eady*

Lindsey coordinates the recruitment of new talent and facilitates the on-boarding of new employees. Lindsey also serves the event operations team by negotiating hotel and hospitality contracts. Lindsey is a graduate of the University of Alabama, where she studied marketing and computer science.



Sean Stryker, *Athletic Trainer, Alabama Athletics*

Sean's general responsibilities include overseeing the daily prevention, evaluation, treatment, and rehabilitation for all baseball student-athletes; serving as a preceptor for the University of Alabama Athletic Training Program; and providing 24-hour/day access to student-athletes. Sean obtained a Bachelor of Science in Athletic Training from the Pennsylvania State University, and a Master of Science in Sports Medicine from the University of Delaware.

THE UNIVERSITY OF
ALABAMA[®] | *Division of*
Student Life
Career Center

3400 Ferguson Student Center | 205-348-5848 | career.ua.edu



@UACareerCenter