



Washington University in St. Louis

OLIN BUSINESS SCHOOL

The 2022-2023 Year In Review
Sports Business Program
Washington University in St. Louis

May 2023

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Program Origins and Accomplishments

The Business of Sports Program within the Olin Business School began in Fall 2014 thanks to generous seed funding from Joe Lacob, Executive Chairman and Principal Owner of the Golden State Warriors, whose son, Kent, is a May 2015 Olin alum. We are forever grateful to the Lacobs for their gift, which gave rise to this program.

Since the program's first graduating class in May 2016, an additional 53 alumni have joined the sports industry. As of 5/11/23, there are now 129 WashU alumni working in the sports industry. Working for teams, leagues, law firms, athletic departments, consulting and marketing agencies, sports betting entities, media companies, national federations, shoe companies, brands, and the Olympic movement (LA28).

Complementing this roster of 129 are (1) the parents of current and former students who work in sports that have been a great asset for the program (e.g. Steve Horowitz, Bill Mendel, Jeff Wineman, Bill Squadron to name just a few) and (2) the many industry connections made through attending a handful of industry conferences (e.g. Sports Business Journal's events, MIT Sports Analytics) each year.

The combination of these human assets and our ability to leverage those connections has continued to produce WashU wins vis-a-vis entry-level jobs, internships, involvement in case projects, great guest speakers, and more.

The 2022-23 academic year featured 2 immersion trips connecting with over 50 executives, our 8th annual Sports Business Summit, and 25 Summer 2023 placements either into full-time employment, apprenticeship, or internships roles. The remainder of this document recounts a great year of more WashU wins.

Summary of Program Accomplishments

8-YEAR OVERVIEW

With respect to Curriculum and Program Enrollment:

- 6.....Total Number of Sports-themed courses offered at Olin
- 1150.....Total cumulative enrollment across 8 years

With respect to the annual Sports Business Summit:

- 8..... Summits Conducted (2015–2022)
- 171.....Sports Industry Speakers/Participants/Panelists
- 1300.....Event Attendees in total across these 7 years

With respect to Sports Immersion/Networking Trips:

- 10.....Trips (Los Angeles, New York, Chicago/Milwaukee, Charlotte)
- 80..... Sports Organizations visited
- 200+..... Sports Industry Professionals met

With respect to Experiential Opportunities and/or Case Projects:

- 22..... Separate projects
- 125..... Students Engaged across these projects

With respect to Career Placements:

- 110+..... Over 100 students have earned internships or entry-level work since the program's inception in Fall 2014
→ Including 25 students for Summer 2023 alone!!

Job / Internship Placements in 2022-23

As we near the end of my 8th year at the helm of the Sports Business Program within the Olin Business School at Washington University, and my 25th year in Higher Education as a collegiate educator and mentor, I never cease to get excited to share success stories about students. To be a formative part of their journey is so meaningful.

Now with 129 WashU alumni who work in sports, it's great to see our alumni network - both young and more seasoned - always willing to pitch in to help further expand the opportunities for current students and recent alums.

Below is a list of the 25 students we placed in either full-time jobs, apprenticeships, and internships for Summer 2023. Their roles/jobs span:

- Working with sneaker entrepreneurs (and WashU alums)
- Event operations
- Teams
- Gaming operators
- Agencies
- Creative Media
- And more!!

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First Name	Last Name	Graduation Class	Company/Event	Job Type	Position/Title
Rebecca	Blum	2026	Andiem	Internship	Marketing / Sales Intern
Conner	Wood	2024	Andiem	Internship	Marketing / Sales Intern
Aidan	Birenbaum	2025	ASM Global	Internship	Operations Intern at CITYPARK
Jonathan	Merlin	2026	Atlanta Braves	Internship	Community relations
Lera	Wilson	2025	Chicago Cubs	Internship	Corporate Sponsorship Activation Intern
Brooke	Capparelli	2025	Chicago Steel	Internship	Marketing and Communications Intern
Jeff	Candell	2023	DraftKings	Full-time employment	Software engineer
Gus	Christensen	2023	E15 Group	Full-time employment	Research Analyst
Sam	Kaplan	2026	GameChanger	Internship	Marketing / Sales Intern
Brooke	Evans	2024	GSE Worldwide	Internship	Marketing Intern
Krystina	Wilson	2024	Henry Brunton Golf Academy	Internship	PGA Intern
Jack	Wineman	2025	Marquee Sports Network	Internship	Operations/Rotational Intern
Conner	Wood	2024	MVPindex	Internship	
Will	Giffen	2024	NFL	Internship	Next Gen Stats Intern
Jabari	Chiphe	2024	Paragon Marketing Group	Internship	Road Warrior Intern
Max	Hanley	2023	Pittsburgh Pirates	Job / Apprenticeship	International Scouting Analytics Fellow
Ezra	Joseph	2025	Sporting K.C	Internship	Tickets sales and service intern
Dylan	Agran	2025	Sports Innovation Lab	Internship	Marketing & Strategy Intern

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Tom	Mueller	2025	St. Louis CITY SC	Internship	Intern, Sporting Communications
Matt	Hornung	2025	STL Blues	Internship	Intern, Data Analytics
Jake	Martin	2024	STL Blues	Internship	Corporate Sponsorships Intern
Terrell	Harris	2024	USA Track and Field	Internship	Grassroots and outreach
Will	Janos	2023	Wasserman	Full-time employment	Associate Manager, Performance
Kieran	McKenna	2024	Western & Southern Tennis Tournament	Internship	Ticket Distribution Intern
Alex	Rubin	2023	WIT Sports	Full-time employment	Account Coordinator



Industry Speakers

Part A: Fall 2022 Sports Business Summit

Our summit is well-known for our connectivity to industry professionals. The 8th annual Sports Business Summit featured 18 speakers from across the country, 8 of whom are alums. Speakers hailed from LAFC, World Surf League, Excel Sports, Golden State Warriors, Populous, USFL, GSE Worldwide, Milwaukee Brewers, World Race League, and St. Louis CITY SC.

8th ANNUAL OLIN SPORTS BUSINESS SUMMIT
 WASHINGTON UNIVERSITY IN ST. LOUIS
 November 11, 2022 | Bauer Hall, 240

SPEAKERS INCLUDE:

					
Ryan Bishara Executive Vice President, Revenue and Strategy LAFC	Edmund Elzy Vice President, Ticket Sales and Service St. Louis City SC	Meredith Geisler Visiting Assistant Professor of Sport Management The George Washington University	Bob Kane Chief Operating Officer & Chief Legal Officer World Surf League	Andrew Kipper Vice President Excel Sports Management	Jared Kleinstein Founder Fresh Tape Media & Gondola
					
Kyle Larkin Manager, Partnerships Golden State Warriors	Brian Mirakian Senior Principal, Sports Director Populous	Dennis Moore Chief Revenue Officer St. Louis City SC	Mark Murray Vice President, Business Strategy & Analytics St. Louis Cardinals	Jennifer Needham Director, Business Strategy & Analytics St. Louis Cardinals	Michael Principe CEO GSE Worldwide
					
Melvyn Record Director of Business Development World Racing Group	Rick Schlesinger President, Business Operations Milwaukee Brewers	Barbra Silva Director, Community Relations St. Louis City SC	Surgene Troost Architect/Associate Populous	Jereon van den Bergh Sports Executive	David Vedder Director of Live Experience St. Louis City SC

Part B: Spring 2022 Guest Speakers

Generally speaking, the Spring semester tends to attract a larger number of guest speakers...since the courses are more applied in nature.

Subsequently, we recruited a wide array of industry talent from numerous job functions and across teams, leagues, agencies, and others. We had approximately 30 guests in all, and they joined us from various companies such as:

- GMR Marketing
- Chicago Blackhawks
- VPCO
- Oak View Group
- Sports Illustrated's Sports Book
- Golden State Warriors
- Dynamic Pricing Partners
- St. Louis Cardinals
- Calgary Flames
- Excel Sports
- Milwaukee Bucks
- Populous
- Infinite Scale
- WIT Sports
- Wasserman
- San Jose Sharks
- Optimum Sports
- World Surf League
- And more!!!

Washington University in St. Louis



Sports Business Program

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Guest Speakers | March 21st - 23rd



Andrew Lance
Partner, Co-Head
Global Hospitality,
Gibson Dunn & Crutcher



Tim Rebich
Partner, VPCo.



Kurt Jansen
Senior Director Strategy
at GMR Marketing



Ben Rosenkranz
Director,
Strategy & Analytics,
Chicago Blackhawks



Kristen Fulmer
Head of Sustainability,
Oak View Group



Kim Stone
President, UBS Arena &
Executive VP, OVG East Coast



Matt Rappaport
CRM Marketing Manager,
Sports Illustrated SB

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Guest Speakers | April 5th - 6th



Mike Girsch
Assistant General Manager,
St. Louis Cardinals



Jonathan Marks
Chief Business Officer,
Elevate and Founder,
Dynamic Pricing Partners



Jared Kleinstein
Founder/CEO,
Fresh Tape Media / Gondola



Kent Lacob
Executive Director, Team
Development,
Golden State Warriors



David Fatoki
General Manager,
Santa Cruz Warriors



Craig Conroy
Assistant General Manager,
Calgary Flames



Curt Thompson
Soccer Coach &
Talent Evaluator

Washington University in St. Louis



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Guest Speakers | April 10th - 13th



Maggie Mullen
Sr. Brand Marketing Manager,
CrossFit



Chris Zeppenfeld
Sports Analytics Expert



Jamie Weinstein
Senior Vice President,
Ticket Sales and Service,
Milwaukee Bucks Inc



Andrew Kipper
Vice President,
Excel Sports Management

Washington University in St. Louis



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Guest Speakers | March 27th - 30th



Bill Squadron

Assistant Professor,
Elon University,
Director of Gaming,
American Cornhole League



Andrew Kipper

Vice President,
Excel Sports Management



Meg McWilliam

Associate Principal,
Populous



Surge Troost

Associate,
Populous



Ted Yeschin

Senior VP, Talent Marketing &
Sales, Wasserman Media Group



Stephi Blank

Vice President, Marketing &
Service, Wit Sports



Molly Mazzolini

Co Founder & Director of
Brand Integration, Infinite Scale



Kristen Fulmer

Head of Sustainability,
Oak View Group

Washington University in St. Louis



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Guest Speakers | April 17th - 20th



Sandeep Satish

Managing Director,
DBK Studio & Vice President,
E15 (Levy)



Bob Kane

Chief Operating Officer &
Chief Legal Officer,
World Surf League



Darren Heitner

Founder of
HEITNERLEGAL — The
Sports, Entertainment,
and IP Lawyer



Tim Malone

Strategy & Analytics,
San Jose Sharks



Jenna Harris

Business Intelligence
Analyst, San Jose Sharks



Ryan Malleus

Account Director,
Optimum Sports

STUDENT AWARDS / COMPETITIONS - SABR

In March 2023 in Phoenix, WashU students from the student-run Sports Analytics club won the prestigious SABR Case Competition. This is an annual competition by the nationally-regarded SABR organization, the nation's finest in regards to statistical research of baseball.

WashU students have won this competition 3 of the last 6 years.

Student participants included:

- Cooper Yan
- [Simon Todreas](#)
- Max Hanley
- [Jake Engelberg](#)



STUDENT IMMERSION TRIPS

During the 2022-23 academic year, the Sports Business Program took students on 2 separate “immersion trips”. These trips take students to the offices of employers in the sports industry in different cities, and furthers their learning while giving students a better feel for what it would be like to work at different organizations.

The Fall 2022 trip ventured to Chicago and Milwaukee in early Nov 2022.

- [Day 1 Recap](#)
- [Day 2 Recap](#)

The Spring 2023 trip ventured to Los Angeles and Las Vegas in mid March 2023.

- [Day 1 Recap](#)
- [Day 2 Recap](#)
- [Day 3 Recap](#)
- [Day 4 Recap](#)



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Media Activity

During the 2022-2023 academic year, Dr. Rische was actively involved in numerous media placements (e.g. CNBC, MarketScale, and various print, internet, and radio hits).

Collectively, these hits earned over \$1 million in publicity value for the school. Below is a featured selection:

Video

[Records Were Meant to be Broken: Tennessee Titans to Receive \\$1.2 Billion in Public Funding for New Stadium](#)

[MarketScale 5/3/23](#)

Records Were Meant to be Broken: Tennessee Titans to Receive \$1.2 Billion in Public Funding for New Stadium

MarketScale May 3, 2023 [Buffalo Bills](#) [New Stadium](#) [Patrick Rische](#) [Publicly Funded Stadiums](#)
[Sports Business](#) [Suite Talk](#) [Tennessee Titans](#) [Thought Leadership](#)
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[Fox sold its Super Bowl ad inventory later than last year, says Patrick Rische of Washington U. in St. Louis](#)

[CNBC 2/10/23](#)

Patrick Rische of the sports business program at Washington University in St. Louis, joins 'Power Lunch' to discuss gambling and advertising value at this year's Super Bowl.



[Rishe: The NFL and all sports leagues want to see expansion of legal betting because of increased fan engagement](#)

[CNBC - 9/9/22](#)

Patrick Rishe, director of the sports business program at Washington University in St. Louis, discusses several big changes for the NFL this season, including the expansion of sports betting to more states, wider availability of streaming options, and massive growth in the valuations of NFL franchises.



Print

[These Kings are unifying a community. And changing the national narrative about Sacramento](#)

Sacramento Bee 4/30/23

Patrick Rishe, a sports economist and Director of the Olin's Sports Business Program at Washington University in St. Louis, sums it up this way: "There has been a lot of dark years in Sacramento," he said. "The Kings franchise has gone through a lot. Light the beam has become a rallying cry, a unifying cry in the community. Around the nation people know what it means."

[For women's sports, the media buys are becoming a big deal](#)

[CNBC - 3/4/23](#)

*The proliferation of content across platforms is driving much of the action, said **Patrick Rishe**, director of the sports business program at Washington University in St. Louis. Brands understand there's not only more content but women's sports are a primary component of that content. Meanwhile, NIL deals in college athletics have created another avenue for women athletes to gain significant exposure.*

"All of these things combine and just build this momentum," Rishe said. "We can talk about people like Chloe Kim, the snowboarder. We can talk about Livvy Dunne, the gymnastics competitor at LSU. We can talk about Alex Morgan of the U.S. Women's [National] Soccer Team. These are just three names, three different women at three different stages of their lives ... all to a different degree leveraging social media, digital media to elevate their brands. Ten years ago, you wouldn't have this," he said.

[What LIV Golf's TV Deal Means](#)

Golf Digest 1/21/23

"It may not be splashy, but that's something," Rishe says. "From where they were at, something is better than nothing and it creates an opportunity for other networks to kind of see how this all plays out."

[In the college sports pay era, female athletes are emerging as big economic winners](#)

[CNBC - 10/15/22](#)

"I think it's reflective of a broader movement that we're seeing in sports. I think this is a reckoning, a slow reckoning, albeit, but a reckoning that there are more opportunities, more interest," said Patrick Rishe, director of the sports business program at Washington University in St. Louis.