



## SEG3 London, 27-28 June 2024

### *Sample Delegate List*

AI & Innovation Lead	<b>Teddy Spa</b>
Brand Experience Director	<b>Gymshark</b>
Brand Manager	<b>Chupa Chups</b>
CEO	<b>Antstream Ltd</b>
CEO	<b>Improbable</b>
Chief Business Officer	<b>BLAST</b>
Chief Commercial Officer	<b>Misfits</b>
Chief Digital & Innovation Officer	<b>Paris Saint-Germain</b>
Chief Digital & Marketing Officer	<b>Banijay</b>
Chief Marketing Officer	<b>Bundesliga International</b>
Chief Operating Officer	<b>G2 Esports</b>
Client Partner - UK Sports Lead	<b>TikTok</b>
CMI Head	<b>AXE/Lynx - Unilever</b>
Co-Founder	<b>Polygon Labs</b>
Co-Founder & CEO	<b>GEEIQ</b>
Co-Founder & Co-CEO	<b>Upland</b>
Co-Founder & Head of Interactive	<b>Sawhorse Productions</b>
Commercial Development Manager	<b>SailGP</b>
Commercial Director	<b>The Football Association</b>
Commercial Partnerships Lead - EMEA	<b>Niantic</b>
Commercial Partnerships Strategy Director	<b>ESL FACEIT GROUP</b>
Commercial Planning & Partnerships Solutions	<b>Tottenham Hotspur FC</b>
Commercial Strategist - Gaming Tech & Entertainment	<b>UNIDAYS</b>
Connections Planning Lead	<b>Electronic Arts</b>
Content & Community Manager	<b>Universal Music</b>
Creative Director	<b>Comcast &amp; Sky</b>

Deputy General Secretary	<b>Saudi Arabian Football Federation</b>
Development Director	<b>Electronic Arts</b>
Digital & Audience Development Lead	<b>Sony Music</b>
Digital and Insights Lead	<b>Arsenal</b>
Digital Commissioning Exec	<b>BBC</b>
Digital Experience Lead	<b>Walt Disney Company</b>
Digital Fashion Project Manager	<b>Tommy Hilfiger</b>
Digital Innovation Technology Lead	<b>Jaguar Land Rover</b>
Digital Manager	<b>Unilever</b>
Digital Marketing Strategist	<b>Google</b>
Director - Communications & Web3	<b>ATP Tour</b>
Director - D2C & Digital Products	<b>Manchester United</b>
Director - Global Partnerships	<b>NBC Universal</b>
Director - Global Promotions & Partnerships	<b>Hasbro</b>
Director - Legal & Business Affairs Content Rights & Marketing	<b>ITV</b>
Director - New Business Development	<b>FC Barcelona</b>
Director - Strategic Partnerships & Gaming Strategy	<b>Atlantic Records</b>
Director - Sync & Brand Partnerships	<b>AWAL</b>
Director of Digital Business	<b>MotoGP</b>
Director of Digital Innovation	<b>Manchester United</b>
Director of Distribution	<b>ITV</b>
Director of Group Strategic Partnerships & Distribution	<b>Global</b>
EFootball & Gaming Manager	<b>FIFA</b>
EVP Digital Revenue & Licensing	<b>Downtown Music</b>
Executive Director	<b>JP Morgan</b>
Executive Editor for Youth Audiences	<b>BBC</b>
Executive Producer - Brand Success	<b>Epic Games</b>
Founder & CEO	<b>FNATIC</b>
General Manager	<b>One Football</b>
General Manager - Marketing & Commercial Growth	<b>Wolves FC</b>
Global Director - Digital Brand Partnerships	<b>Warner Bros Discovery</b>
Global Director - Innovation	<b>Movember</b>
Global Domains Lead for Sports & Venues	<b>Verizon</b>
Global Growth Marketing Lead	<b>Supercell</b>
Global Head of AI	<b>AIG</b>
Global Marketing & Emerging Tech Lead	<b>Reckitt</b>
Global Media & Marketing Director	<b>Airspeeder</b>
Global Partnerships Lead	<b>UFC</b>
Group Director of Digital & Technology	<b>London Marathon Events</b>
Group Technology Director	<b>Square Enix</b>
Growth Lead - EMEA	<b>Globant</b>

Head of Analytics	<b>NBA</b>
Head of Applied Innovation	<b>Wavemaker</b>
Head of Business Development - Sports & Gaming	<b>Zilliqa</b>
Head of Business Development Media & Entertainment	<b>Aptos</b>
Head of Commissioning & Digital	<b>BBC Sport</b>
Head of Content Strategy	<b>LiveScore Media Group</b>
Head of Digital	<b>FIFA</b>
Head of Digital Business Operations	<b>Manchester United</b>
Head of Gaming Partnerships	<b>Williams Racing F1</b>
Head of Global Fan Engagement	<b>Red Bull Racing</b>
Head of Marketing	<b>Toikido</b>
Head of Marketing - Growth & Technology	<b>United Rugby Championship</b>
Head of Marketing Strategy	<b>International Olympic Committee</b>
Head of Sports Entertainment Partnerships & Investments	<b>Mysten Labs</b>
Head of Sports Partnerships	<b>Tezos</b>
Head of Strategy	<b>King</b>
Head of Sync - UK	<b>Warner Chappell Music</b>
Head of Tech - Innovation & Partnerships	<b>Universal Studios</b>
Head of Tokenomics	<b>Animoca Brands</b>
Industry Lead - Tech & Entertainment	<b>UNiDAYS</b>
Inward Investment Manager - Creative Tech	<b>London &amp; Partners</b>
Manager - Golf Education	<b>R&amp;A</b>
Managing Director	<b>Techstars</b>
Managing Director	<b>The Gang</b>
Managing Director - Gaming	<b>Jazwares</b>
Marketing Communications Lead	<b>Riot Games</b>
Marketing Director	<b>Dreamworks</b>
Marketing Manager - FC Franchise	<b>Electronic Arts</b>
Metaverse Executive	<b>City Football Group</b>
Multi Media Creative Director	<b>Dreamworks</b>
Partnership Development Lead	<b>Mercedes-AMG Petronas F1 Team</b>
Partnership Marketing Manager	<b>Newcastle United</b>
Policy Partnerships & Operations	<b>Netflix</b>
President & Chief Operating Officer	<b>Team Liquid</b>
President Commercial & Creative	<b>Universal Music</b>
Product & Brand Strategy Lead	<b>BMW</b>
Product & Innovation Director	<b>Mastercard</b>
Sales Director	<b>Wildbrain</b>
Senior Brand Manager	<b>Guinness World Records</b>
Senior Brand Specialist	<b>Amazon</b>
Senior Director - Digital Marketing	<b>Authentic Brands Group</b>
Senior Director - Global Partnerships	<b>NBA</b>

Senior Director - Web3 & Metaverse	<b>SportFive</b>
Senior Director of Digital & Gaming - EMEA	<b>Monster Energy</b>
Senior Director of Product Marketing - Candy Crush Saga	<b>King</b>
Senior Experience Visioning Strategist	<b>Sky</b>
Senior Gaming Marketing Manager	<b>Monster Energy</b>
Senior Licensing Lead	<b>Formula 1</b>
Senior Manager - Artist & Brand Partners	<b>Warner Music Group</b>
Senior Manager - Business Development & Games	<b>FIFA</b>
Senior Manager - Web3 & Digital Licensing	<b>McLaren Racing</b>
Senior Marketing Manager	<b>ADA Music</b>
Senior Marketing Manager	<b>Red Bull Racing</b>
Senior Marketing Specialist	<b>Activision Blizzard</b>
Senior Project Manager - Metaverse	<b>Hugo Boss</b>
Senior Vice President	<b>Banijay</b>
Senior Web3 Project Manager	<b>FC Barcelona</b>
Snr Director of Digital & New Tech	<b>Sony Music</b>
Sponsorship Lead	<b>Brentford FC</b>
Sr Director - Partnerships Tech & Ops	<b>Paramount</b>
Sr. Partnerships Lead	<b>433</b>
Strategic Account Executive	<b>Adobe</b>
Strategic Partnerships Lead	<b>Virgin Media O2</b>
Strategic Partnerships Manager	<b>Meta</b>
SVP - Global Brand Strategy & Innovation	<b>Mastercard</b>
SVP - Global Distribution Technology	<b>Universal Pictures</b>
SVP - Growth	<b>zkSync</b>
SVP - PR & Comms	<b>The Metaverse Society</b>
Technology Director	<b>Arsenal</b>
Technology Strategy Lead	<b>Liberty Global</b>
Verifiable Credentials SME	<b>Accenture</b>
Vice President - Farm Heroes Saga	<b>King</b>
VP - Global Head of Design	<b>bp</b>
VP - International Marketing	<b>WWE</b>
VP - Marketing	<b>Universal Pictures</b>
VP Brand Comms and Digital Content Strategy EMEA KIDS	<b>Warner Bros Discovery</b>
VP Content Operations	<b>Napster</b>