



SEG3 London, 18 - 19 June 2026

Sample Delegate List

Job Title	Organisation
Senior Strategy Lead	2K
Senior Manager, Global Brand Strategy	2K
Executive Commercial & Brand Director	Aardman
Content Sales & Games Licensing	Aardman
Director, Social Media & Marketing Creative	Activision Blizzard
Partnership Acquisitions Manager	Alpine Formula One Team
GenAI Innovation Lead	Amazon
Marketing Manager	Asmodee
Senior Digital Experience Marketing Manager	Arsenal FC
Senior Digital Marketing Manager	Arsenal FC
Co-Founder & General Partner	Athvance Capital
Senior Director, Digital Marketing	Authentic Brands Group
CEO, Brands & Licensing	BBC Studios
SVP, Digital	BBC Studios
SVP, Marketing	BBC Studios
Head, Bluey Global Franchise Comms	BBC Studios
Exec. Producer, Digital Innovation, Gaming & Creator Content	BBC
Influencer Marketing Manager	BBC
Digital Commissioning	BBC
Corporate Development Lead	BBC

Marketing Manager	Blizzard Entertainment
Head of Partnership Activations	Block
Product Director	Channel 4
Events & Engagement Lead	Channel 4
Director of Entertainment	Chelsea Football Club
Global Head of Gaming & XR	Charlotte Tilbury
Director, Fan Intelligence & Lifecycle	City Football Group
Head of Licensing & New Business	City Football Group
Head of Commercial Media and City Fan Labs	City Football Group
VP, Business Development	Crunchyroll
CEO	Coolabi
Digital Brand Experience Lead	Cosnova
VP, Strategy & Implementation	DAZN
Head of Creator & Influencer Content Partnerships	DAZN
Chief Brand Officer	DeAPlaneta Entertainment
Global Head of Gaming	dentsu
General Manager, IP Growth & Solution	dentsu
Esports & Gaming Lead	DFB
Digital Partnerships Lead	DP World Tour
Multimedia Creative Director	Dreamworks
Principal	Elevate Talent
Culture Partnerships Director	Epic Games
Senior Director - Global Business Development	Epic Games
Managing Director	Extreme H
F1 TV Lead	Formula 1
F1 TV Product Marketing Lead	Formula 1
Brand Licensing & Retail Director	Formula E
Creative Technology Director	Framestore
Executive Producer	Framestore
Global New Business Partner	Gameloft
Senior Director - Sports & Entertainment	Getty Images
Enterprise Sales Manager	GWI
Chief Creative Officer & Founder of AI Studio	Hasbro
Global Director of Promotions & Partnerships	Hasbro
Global Gaming Director	Havas
Senior Strategist - Gaming	HUGO BOSS
Senior Marketing Director	Indeed

Senior Manager, Partnerships & Activation	Indeed
Head of GenAI Innovation	ITV
Senior Director - Product Marketing	King
Immersive & AI Lead	LADBible Group
Fan Marketing, Director	LEGO
Fan Marketing, Senior Manager	LEGO
Marketing Director	LEGO
Product Director	LIV Golf
Chief Product, Technology & AI Officer	London Marathon Events
SVP, Global Head of Digital Marketing & MarTech	Mastercard
Senior Manager, Digital Licensing & Web3	McLaren Racing
Marketing Director	Merlin Entertainment
Global Consumer Comms Lead	Merlin Entertainment
Senior Global Brand Director, LEGOLAND	Merlin Entertainment
Product Marketing Lead, Responsibility & Privacy	Meta
Senior Account Director	Microsoft
Strategic Partnerships Lead	Miniclip
SVP - Creative & Content	MKTG
VP of UK & International	MNRK Music Group
Marketing Lead	MNRK Music Group
Senior Gaming Marketing Lead	Monster Energy
Senior Director - Digital & Gaming	Monster Energy
Head of Gaming & Interactive	Moonbug Entertainment
Director, Global Partnerships	National Basketball Association (NBA)
Programme Manager & Operations Lead	National Basketball Association (NBA)
VP, Ads & Brand Partnerships	NBCUniversal
VP, Marketing - International Home Entertainment	NBCUniversal
Marketing Director	NBCUniversal
Commercial Manager	NBCUniversal
Senior Director, Product	NBCUniversal
Lifecycle Marketing Manager	Paramount
Publisher	Penguin Random House
Director - Digital Revenue Operations	PGA Tour
Gaming Manager	Premier League
Club Digital Engagement Lead	Premier League
Gaming & Culture Partnerships Manager	Red Bull
Head of Commercial & Game Brand Partnerships	Riot Games

EMEA Director - Commercial Partnerships & Business Development	Riot Games
Director of Digital	Rocket Entertainment
Head of Media Rights	SailGP
Chief Business Officer	Salford City
Marketing Lead	Samsung
Senior Omni-Channel Marketing Manager	Samsung
Head of Partnerships	Six Nations Rugby
Head of Strategy	Sky
Senior Product Manager - Sports & Gaming Innovation	Sky
Creative Technologist	Sky
Director of Creative Output	Sky
Director, Global Client Partnerships	Sony Interactive Entertainment
Senior Director, Global Digital Business	Sony Music Entertainment
Marketing Director, Feature Film	Sony Pictures Entertainment
Marketing Director, TV Distribution & Home Entertainment	Sony Pictures Entertainment
Marketing Manager	Sony Pictures Entertainment
Commercial & Partnerships Manager, Digital Studio	Sony Pictures Entertainment
Senior Manager, Analytics & Experimentation	Sony Playstation
Media Manager	Spotify
Global Investment & Business Development Lead	Square Enix
Head of Sports Partnerships	Substack
Global Marketing Lead	Supercell
Marketing Lead	Supercell
CEO	SYBO
President & COO	Team Liquid
VP, R&D and AI	TelevisaUnivision
Senior Marketing Manager	The Pokémon Company International
Strategic Programmes Lead	The R&A
Senior Legal & Business Affairs Counsel	The Jamie Oliver Group
Head of Games Marketing	The Walt Disney Company
Digital Publishing Lead, EMEA	The Walt Disney Company
Senior Manager, Paid Social Strategy & Biddable Media	The Walt Disney Company
Partner Marketing Lead	The Walt Disney Company

Manager, Commercial Insights	The Walt Disney Company
Head of IP Growth & Partnerships	Toikido
Head of Content Strategy & Growth	Tottenham Hotspur
Senior Strategy Manager	Tottenham Hotspur
Merchandise & Licensing Director	Tottenham Hotspur
Senior Creator Program Manager	Twitch
Senior Brand Partnerships Manager	Ubisoft
Managing Director, Film & TV	Ubisoft
Senior Digital Content Lead	UEFA
Gaming Lead	UNICEF
SVP, Technology & AI, EMEA	United Talent Agency
SVP, Sales & Partnerships	Unity
VP, Customer Success & AI	Unity
Global Advertising Growth Partnerships	Unity
Director of Strategic Partnerships	Unity
SVP, Digital Strategy, AI & Innovation	Universal Music Group
Head of Gaming & Creative Services	Universal Music Group
Director of Business Development	Universal Music Group
Social & Digital Marketing Lead, EMEA	Universal Pictures
SVP, Global Distribution Technology	Universal Pictures
Senior Event Lead - Virgin Media Gamepad	Virgin Media O2
Gaming Partnerships Lead	Virgin Media O2
VP, Growth	Voldex
CEO	Voldex
Global Director, Digital Brand Partnerships	Warner Bros. Discovery
Global Corporate Insights Director	Warner Bros. Discovery
VP, Brand Digital Content Strategy	Warner Bros. Discovery
Head of Audience	Warner Music Group
Product Lead	Warner Music Group
Head of Supporter Services & Fan Engagement	West Ham United FC
Marketing Strategy Manager	West Ham United FC
EVP, Franchise	Wildbrain
VP, Sync	Warner Chappell Music
Gaming, Sports & Creators Lead	YouTube