



SEG3 London, 10 - 11 June 2025

Sample Delegate List

Job Title	Organisation
Director of Partnerships	Abba Voyage
Chief Executive Officer	Abstract
Sponsorship Sales Manager - Cycling	Amaury Sport Organisation (ASO) / Tour de France
Head of Social Comms – Europe	Amazon
Senior Social Media Manager – UK	Amazon
Senior Account Lead	Aston Villa FC
Director of Digital	Authentic Brands Group
Director of Partnerships & Marketing	AWAL
Senior Vice President	AWAL
Chief Executive Officer	Baller League
Director of Innovation & Partnerships	Bauer
Chief Technology Officer	Bauer Media
Commercial Development & Partnerships	BBC
Executive Editor for Youth Audiences	BBC
Insights Director – Global Accounts	Beano Studios
Senior Manager - Digital Content	beIN Media Group
Global Brand Equity Director - The Laughing Cow	Bel
Head of Strategy & Innovation	Birmingham City FC
Digital Innovation Lead	Burberry
Head of Commercial Acquisition	BWT Alpine F1 Team

Esports & Sim Racing Lead	BWT Alpine F1 Team
Senior Commercial Comms Leader	Channel 4
Commercial Partnerships Lead	Channel 4
Global Head of Gaming & XR	Charlotte Tilbury
Head of Esports, Gaming & Metaverse	City Football Group
Investment Manager	Comcast NBC Universal SportsTech
Brand Manager	Commonwealth Sport
Vice President - Business Development	Crunchyroll
SVP - Product Growth & Payments	DAZN
Executive Vice President - Global Gaming Lead	Dentsu
Global Head of Entertainment	Dentsu
Head of Games Marketing & Operations – EMEA	Disney
Digital Publishing Lead - EMEA	Disney
Licensing Lead	Disney
Digital Partnerships Lead	DP World Tour
Marketing Director	DreamWorks (NBC Universal)
Head of Production	Duplass Brothers
Senior Product Lead	England & Wales Cricket Board (ECB)
Head of Digital Marketing & Branding	European Broadcasting Union (EBU)
Senior Comms Planning Lead	Expedia Group
Chief Marketing Officer	Extreme H
New Business Lead	FC Barcelona
Gaming Business Development Manager	FIFA
Commercial Operations & Innovation Analyst	FIFA
Co-Founder	Five Finger Death Punch
Commercial Operations Lead	Fnatic
Gaming & Experiential Product Manager	Formula E
Executive Vice President	Gameloft
Marketing Director	Gameloft
Senior Sales Lead	Gameloft
Senior B2B Marketing Lead	Gameloft
Senior Streaming & Gaming Lead	Great Ormond Street Hospital
Venture Partner	Griffin Gaming Partners
Agency Lead	Guild Gaming
Product Marketing Lead	Guinness World Records
Director of Global Sales & Partnerships	Guinness World Records
Head of Media House	G2 Esports

Commercial Lead	Heroic
Senior Strategist - Gaming & Web3	HUGO BOSS
Senior Project Manager - Web3 & Immersive Experiences	HUGO BOSS
Director of Growth	Hyperice
Global Partnerships Lead	INEOS
Product Lead	International Tennis Federation
Head of Generative AI Innovation	ITV
Head of Brand Partnerships & Content Strategy	LiveScore
Senior Product Lead	LiveScore
Global Creative Director	Logitech
Chief Product, Technology & AI Officer	London Marathon Events
Vice President - Consumer Products & Emerging Technology	Major League Soccer (MLS)
Senior Gaming Partnerships & Campaigns Lead	Make-a-Wish
Director of Digital Innovation	Manchester United
SVP - Global Brand Strategy & Innovation	Mastercard
Fintech & Product Partnerships Lead	Mastercard
Senior Director - Licensing, Publishing & Location Based Entertainment	Mattel
Head of Gaming & Esports	McLaren Racing
Senior Manager - Web3 & Digital Licensing	McLaren Racing
Digital Operations Lead	Mercedes-AMG Petronas F1
Commercial Strategy Lead	Mercedes-AMG Petronas F1
Business Development Lead	Miniclip
SVP – Content & Creative	MKTG
Senior Brand Manager	Mondelez International / Cadbury
Head of Business Development	Moonbug Entertainment
Chief Executive Officer	MSquared
Chief Executive Officer	Mythical Games
Senior Director - Emerging Platforms	NASCAR
Vice President - Video Gaming	National Football League (NFL)
Head - Direct to Consumer	National Basketball Association (NBA)
Director - Global Partnerships	National Basketball Association (NBA)
Vice President – Marketing	NBC Universal
Director - Global AI & IP Policy	Netflix
Head of Partnership Development	Newcastle United
Strategy Director	Olympique de Marseille

Group Director of Growth Marketing	Oracle Red Bull Racing
Head of Commercial	Oracle Red Bull Racing
Senior Legal Associate	Outlier Ventures
Director – Growth & Lifecycle Marketing	Paramount
Director - Music Reporting & Strategy	Paramount
Digital Creative Lead – MTV	Paramount
Senior Brand Manager - Ballantines	Pernod Ricard
Director - Marketing & Communications	PGA Tour
Senior Director – Content Partnerships	PGA Tour
Director of Digital Media & Audience Development	Premier League
Director of Commercial Development	Premier League
Global Content & Innovation Lead	Publicis Groupe
Global Marketing Lead	Reckitt
Global Head of Games Publisher Marketing	Red Bull
Gaming and Culture Partnerships Manager	Red Bull
Director – Consumer Products, EMEA	Riot Games
EMEA Director - Commercial Partnerships & Business Development	Riot Games
Senior Director - Global Partnerships	Roblox
Head of Digital	Rocket Entertainment
Head of Digital Products & Innovation	Six Nations Rugby
Creative Director	Sky
Head of New Revenue	Sky
Head of Retention	Sky
Data Strategy Lead	Sky
Director - Production & Operations	Sky Sports
Head of Strategy & Business Development	Sky Sports
Media & Sports Partnerships – EMEA	Snapchat
Senior Technology Partner Lead	Sony Interactive Entertainment
Senior Director, R&D	Sony Interactive Entertainment
VP, Marketing - EMEA	Sony Pictures Television
Senior Director - Marketing	Square Enix
General Manager - Investment & Business Development	Square Enix
Head of Creative & Marketing	StudioCanal / Canal+
Global Marketing Lead	Supercell
International Business Planning	Take-Two Interactive

President & COO	Team Liquid
Director - Music, Culture & Entertainment Marketing	The Coca-Cola Company
Senior Director – Licensing	The Pokemon Company
CRM Project Lea	The R&A
Senior Client Partner - UK Sports Lead	TikTok
Revenue Strategy Operations Lead	TikTok
Head of Marketing	Toikido
Global Director - Brand Partnerships	Ubisoft
Director – Strategy Manager	UEFA
Head of Editorial Content Services	UEFA
Director - Digital Media	Ultimate Fighting Championship (UFC)
Sports Partnership Lead	UNICEF
Head of Marketing – eCommerce	Universal Music Group
SVP - Digital Strategy & Innovation	Universal Music Group
Promotions Lead	Universal Music Group
Head of Gaming & Creative Services	Universal Music Group
Vice President – Corporate Comms & Policy	Universal Music Group
Vice President - Tech Innovation & Partnerships	Universal Pictures
SVP - Global Distribution Technology	Universal Pictures
Social & Digital Manager - EMEA	Universal Pictures
Global Domains Lead - Sports & Venues	Verizon
Head of Gaming & Sponsorship Operations	Virgin Media O2
Strategic Partnerships Lead	Virgin Media O2
Brand Partnerships Lead	Voldex
Group Manager - Sponsoring, Partnerships & Esports	Volkswagen Group
Chief Revenue Officer	Volleyball World
Social & Digital Content Supply + Rights Manager	Warner Bros. Discovery
Social & Digital Creative & Production Lead	Warner Bros. Discovery
Head of EMEA - Partnerships & Alliances	Warner Bros. Discovery
Director - Global Digital Partnerships	Warner Bros. Discovery
SVP - Global Sports Product	Warner Bros. Discovery
International Legal Counsel	Warner Music Group
Head of Dance ADA	Warner Music Group
Digital Products Lead	Wimbledon (AELTC)
Chief Commercial Officer	World Snooker Tour
Director of International Content	X

Global Head of Strategic Partnerships	X
Gaming, Sports & Creator Lead	YouTube
Head of Business Development - Sports & Games	Zilliqa