



SEG3 London, 27-28 June 2024

Sample Delegate List

<b>Position</b>	<b>Company</b>
<b>Sr. Partnerships Lead</b>	433
<b>Verifiable Credentials SME</b>	Accenture
<b>Senior Marketing Specialist</b>	Activision Blizzard
<b>Senior Marketing Manager</b>	ADA Music
<b>Global Head of AI</b>	AIG
<b>Global Media &amp; Marketing Director</b>	Airspeeder
<b>Senior Brand Specialist</b>	Amazon
<b>CEO</b>	Antstream Ltd
<b>Head of Business Development, Media &amp; Entertainment</b>	Aptos
<b>Digital and Insights Lead</b>	Arsenal
<b>Technology Director</b>	Arsenal

<b>Director, Strategic Partnerships &amp; Gaming Strategy</b>	Atlantic Records
<b>Director, Communications &amp; Web3</b>	ATP Tour
<b>Senior Director, Digital Marketing</b>	Authentic Brands Group
<b>Director, Sync &amp; Brand Partnerships</b>	AWAL
<b>Chief Digital &amp; Marketing Officer</b>	Banijay
<b>Senior Vice President</b>	Banijay
<b>Digital Commissioning Exec</b>	BBC
<b>Executive Editor for Youth Audiences</b>	BBC
<b>Chief Business Officer</b>	BLAST
<b>VP, Global Head of Design</b>	bp
<b>Sponsorship Lead</b>	Brentford FC
<b>Chief Marketing Officer</b>	Bundesliga International
<b>Brand Manager</b>	Chupa Chups
<b>EVP Digital Revenue &amp; Licensing</b>	Downtown Music
<b>Development Director</b>	Electronic Arts
<b>Marketing Manager, FC Franchise</b>	Electronic Arts
<b>Executive Producer, Brand Success</b>	Epic Games
<b>Commercial Partnerships Strategy Director</b>	ESL FACEIT GROUP
<b>Head of Digital</b>	FIFA
<b>Senior Manager, Business Development &amp; Games</b>	FIFA
<b>Founder &amp; CEO</b>	FNATIC

<b>Senior Licensing Lead, Formula 1</b>	Formula 1
<b>Chief Operating Officer</b>	G2 Esports
<b>Co-Founder &amp; CEO</b>	GEEIQ
<b>Director of Group Strategic Partnerships &amp; Distribution</b>	Global
<b>Growth Lead, EMEA</b>	Globant
<b>Digital Marketing Strategist</b>	Google
<b>Director, Global Promotions &amp; Partnerships</b>	Hasbro
<b>Senior Project Manager, Metaverse</b>	Hugo Boss
<b>CEO</b>	Improbable
<b>Head of Marketing Strategy</b>	International Olympic Committee
<b>Director, Legal &amp; Business Affairs, Content, Rights &amp; Marketing</b>	ITV
<b>Director of Distribution</b>	ITV
<b>Managing Director, Gaming</b>	Jazwares
<b>Senior Director of Product Marketing, Candy Crush Saga</b>	King
<b>Vice President, Farm Heroes Saga</b>	King
<b>Head of Strategy</b>	King
<b>Technology Strategy Lead</b>	Liberty Global
<b>Inward Investment Manager, Creative Tech</b>	London & Partners

<b>Director of Digital Innovation</b>	Manchester United
<b>Head of Digital Business Operations</b>	Manchester United
<b>Product &amp; Innovation Director</b>	Mastercard
<b>SVP, Global Brand, Strategy &amp; Innovation</b>	Mastercard
<b>Senior Manager, Web3 &amp; Digital Licensing</b>	McLaren Racing
<b>Partnership Development Lead</b>	Mercedes-AMG Petronas F1 Team
<b>Chief Commercial Officer</b>	Misfits
<b>Director of Digital Business</b>	MotoGP
<b>Head of Sports, Entertainment, Partnerships &amp; Investments</b>	Mysten Labs
<b>VP Content Operations</b>	Napster
<b>Policy Partnerships &amp; Operations</b>	Netflix
<b>Head of Analytics</b>	NBA
<b>Senior Director, Global Partnerships</b>	NBA
<b>Director, Global Partnerships</b>	NBC Universal
<b>Commercial Partnerships Lead, EMEA</b>	Niantic
<b>Sr Director, Partnerships Tech &amp; Ops</b>	Paramount
<b>Manager - Golf Education</b>	R&A
<b>Marketing Communications Lead</b>	Riot Games
<b>Commercial Development Manager</b>	SailGP
<b>Deputy General Secretary</b>	Saudi Arabian Football Federation
<b>Co-Founder &amp; Head of Interactive</b>	Sawhorse Productions

<b>Digital &amp; Audience Development Lead</b>	Sony Music
<b>Snr Director of Digital &amp; New Tech</b>	Sony Music
<b>Senior Director, Web3 &amp; Metaverse</b>	SportFive
<b>Group Technology Director</b>	Square Enix
<b>Global Growth Marketing Lead</b>	Supercell
<b>Co-Founder</b>	Polygon Labs
<b>President &amp; Chief Operating Officer</b>	Team Liquid
<b>Managing Director</b>	Techstars
<b>AI &amp; Innovation Lead</b>	Teddy Spa
<b>Commercial Director</b>	The Football Association
<b>Managing Director</b>	The Gang
<b>SVP, PR &amp; Comms</b>	The Metaverse Society
<b>Client Partner, UK Sports Lead</b>	TikTok
<b>Head of Marketing</b>	Toikido
<b>Digital Fashion Project Manager</b>	Tommy Hilfiger
<b>Global Partnerships Lead</b>	UFC
<b>Industry Lead - Tech &amp; Entertainment</b>	UNiDAYS
<b>Commercial Strategist - Gaming, Tech &amp; Entertainment</b>	UNiDAYS
<b>CMI Head AXE/Lynx</b>	Unilever
<b>Digital Manager</b>	Unilever
<b>Head of Marketing, Growth &amp; Technology</b>	United Rugby Championship
<b>President Commercial &amp; Creative</b>	Universal Music

<b>Content &amp; Community Manager</b>	Universal Music
<b>SVP, Global Distribution Technology</b>	Universal Pictures
<b>VP, Marketing</b>	Universal Pictures
<b>Head of Tech, Innovation &amp; Partnerships</b>	Universal Studios
<b>Co-Founder &amp; Co-CEO</b>	Upland
<b>Strategic Partnerships Lead</b>	Virgin Media O2
<b>Digital Experience Lead</b>	Walt Disney Company
<b>Global Director, Digital Brand Partnerships</b>	Warner Bros Discovery
<b>Head of Sync, UK</b>	Warner Chappell Music
<b>Senior Manager, Artist &amp; Brand Partners</b>	Warner Music Group
<b>Head of Applied Innovation</b>	Wavemaker
<b>Sales Director</b>	Wildbrain
<b>Head of Gaming Partnerships</b>	Williams Racing F1
<b>General Manager, Marketing &amp; Commercial Growth</b>	Wolves FC
<b>VP, International Marketing</b>	WWE
<b>SVP, Growth</b>	zkSync