



SEG3 London, 18 - 19 June 2026

Sample Delegate List

Job Title	Organisation
Executive Commercial & Brand Director	Aardman
Content Sales & Games Licensing	Aardman
Executive Creative Director	Accenture
GenAI Innovation Lead	Amazon
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
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
VP, Business Development	Crunchyroll

CEO	Coolabi
Digital Brand Experience Lead	Cosnova
VP, Strategy & Implementation	DAZN
Global Head of Gaming	dentsu
Esports & Gaming Lead	DFB
Digital Partnerships Lead	DP World Tour
Multimedia Creative Director	Dreamworks
Senior Director - Esports & Commissioner	EA Sports
Principal	Elevate Talent
Culture Partnerships Director	Epic Games
Senior Director - Global Business Development	Epic Games
Managing Director	Extreme H
F1 TV Lead	Formula 1
Brand Licensing & Retail Director	Formula E
Global New Business Partner	Gameloft
Senior Director - Sports & Entertainment	Getty Images
Chief Creative Officer & Founder of AI Studio	Hasbro
Global Director of Promotions & Partnerships	Hasbro
Senior Strategist - Gaming	HUGO BOSS
Head of GenAI Innovation	ITV
Senior Director - Product Marketing	King
Fan Marketing, Director	LEGO
Fan Marketing, Senior Manager	LEGO
Chief Product, Technology & AI Officer	London Marathon Events
SVP, Global Head of Digital Marketing & MarTech	Mastercard
Senior Account Director	Microsoft
Strategic Partnerships Lead	Miniclip
VP of UK & International	MNRK Music Group
Marketing Lead	MNRK Music Group
Senior Gaming Marketing Lead	Monster Energy
Senior Director - Digital & Gaming	Monster Energy
VP, Global Media Insights	National Basketball Association (NBA)
Director, Global Partnerships	National Basketball Association (NBA)
VP, Ads & Brand Partnerships	NBCUniversal
VP, Marketing - International Home Entertainment	NBCUniversal
Marketing Director	NBCUniversal
Commercial Manager	NBCUniversal

Lifecycle Marketing Manager	Paramount
Senior Manager, Ad Activation & Solutions	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
Head of Media Rights	SailGP
Chief Business Officer	Salford City
Marketing Lead	Samsung
Senior Omni-Channel Marketing Manager	Samsung
Head of Strategy	Sky
Creative Technologist	Sky
Director of Creative Output	Sky
Senior Director Global Digital Business	Sony Music Entertainment
Marketing Director, TV Distribution & Home Entertainment	Sony Pictures Entertainment
Marketing Manager	Sony Pictures Entertainment
Commercial & Partnerships Manager, Digital Studio	Sony Pictures Entertainment
Global Investment & Business Development Lead	Square Enix
Global Marketing Lead	Supercell
Marketing Lead	Supercell
CEO	SYBO
President & COO	Team Liquid
VP, R&D and AI	TelevisaUnivision
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
Head of IP Growth & Partnerships	Toikido
Head of Content Strategy & Growth	Tottenham Hotspur
Senior Strategy Manager	Tottenham Hotspur
Merchandise & Licensing Director	Tottenham Hotspur
Senior Brand Partnerships Manager	Ubisoft
Managing Director, Film & TV	Ubisoft

Senior Digital Content Lead	UEFA
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 Engine Room & MxG Game Development	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
Marketing Strategy Manager	West Ham United FC
EVP, Franchise	Wildbrain
VP, Sync	Warner Chappell Music
Gaming, Sports & Creators Lead	YouTube