

LEADERS

The Sport Business Summit



Worth Knowing

Date
25-26 July 2018

Venue
Sina Plaza
Beijing



2018 Attendee List

Job Title	Organisation	Country
HBS & Outdoor Sports Marketing	adidas	China
Senior Manager, Sports Marketing	adidas	Japan
General Manager Commercial	AFL	Australia
Media & PR Manager	Alexandre Pato	China
General Manager, Olympic Business Team	Alibaba	United States
Deputy Board Director	Anta Sports	China
Marketing Manager	Anta Sports	China
Head of Member Association Services	Asian Football Confederation	Philippines
Chief Business Development Officer and Enterprise Officer	Aspire Zone Foundation	Qatar
Senior Medical Advisor	Aspire Zone Foundation	Qatar
Chairman	Australian Professional Football Clubs Association	Australia
Director of Marketing	Bayer Leverkusen	Germany
Manager	Beijing 2022 Winter Olympic Organizing Committee	Brazil
Operation Director	Beijing Enterprises Group FC	China
Chief Executive Officer	Beijing Wanguo Qunxing FC	China
Chief Executive Officer	Beitai Technology	China



2018 Attendee List

Job Title	Organisation	Country
Head of China	Borussia Dortmund	China
International and New Business	Borussia Dortmund	Singapore
Head of Global Operations	Borussia Mönchengladbach	Germany
General Manager China	Borussia Mönchengladbach	Germany
Senior Vice President, Corporate Partnerships & Business Development	Boston Celtics	United States
Chief Executive Officer, DFL Digital Sports	Bundesliga International	Germany
Chairman	China Club Football	China
Director	China MotorSports Academy	China
Player and International Relations Manager	China Open	China
Chief Executive Officer	China Sports Media	China
Senior Director International Business	China Sports Media	China
Head of Marketing & Media City Football China	City Football Group	China
Managing Director China	City Football Group	China
Head of Partnership Sales APAC	City Football Group	Singapore
Partnership Marketing Manager China	City Football Group	Singapore
Marketing Director	Club Santos Laguna	Mexico



2018 Attendee List

Job Title	Organisation	Country
Investment Supervisor	CMC Inc	China
China Chairman	Constituency Management Group	China
Chief Executive Officer	Cricket Hong Kong	China
Founder	Deepdive	China
Senior Vice President	Desports	China
Head of Commercial	DHL	China
Marketing Project Manager	DHL	United States
Senior Communications Director	Discovery Communications	France
Vice President Communications	Discovery Communications	United Kingdom
President & General Manager, Golf	Discovery Communications	United States
Vice President, Direct-to-Consumer/OTT	Discovery Communications	United States
Chief Executive Officer	Dreamtop	China
Co-Founder & Brand Director	Dreamtop	China
Director of Operations	Dreamtop	China
Senior Manager, CMP Project Director	European Club Association	Switzerland
General Manager	Extreme Sports	China
Head of Media, China	FC Bayern Munich	China
Taiwan Regional Office Director	FeedConstruct	United Kingdom



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Job Title	Organisation	Country
Vice President Strategic Partnerships	FeedConstruct	United Kingdom
FINA Marketing Representative in China	FINA	Switzerland
Chairman	Fitness Training	China
Director of Operations	Fitness Training	China
Director of Sponsorship	Formula 1	United Kingdom
Director of Strategy	Formula 1	United Kingdom
Head of Marketing	Formula 1	United Kingdom
Executive Vice President & Managing Director, Taiwan & China	FOX Sports	China
Director of French Football Federation China Office	French Football Federation	China
Founder & Chief Operating Officer	Future Arena	China
Co-founder	Global Dynamic Sports	China
Vice General Manager	GreatGate Sports & Entertainment Ltd	China
Chief Executive Officer	Harris Blitzer Sports & Entertainment	United States
Chief Commercial Officer	Hong Kong Rugby Union	China
President	Houpu Sports Culture	China



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Job Title	Organisation	Country
Director of Strategic Development	Houston Rockets	United States
Vice President, Corporate Development	Houston Rockets	United States
PR Manager	IDG China	China
Senior Deputy Project Director	IDG China	China
Senior Project Manager	IDG China	China
Senior Project Manager	IDG China	China
Vice President	IDG China	China
Chief Executive Officer, China	IMG	United States
Associate Director, Head of Sponsorship Sales	Infront Sports & Media	Singapore
Member	International Olympic Committee	Switzerland
Vice President Marketing Development	International Olympic Committee	United States
General Secretary	International Ski Federation	Switzerland
General Manager - International	J-League	Japan
International Relations	J-League	Japan
Partner	Kaixing Captial	China
Commercial Director	KORE	United Kingdom
Events Manager	LaLiga	Spain



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Job Title	Organisation	Country
LaLiga Global Network Delegate in China	LaLiga	Spain
LaLiga Global Network Delegate in Hong Kong	LaLiga	Spain
Managing Director - Greater China	LaLiga	Spain
Project Manager - Greater China	LaLiga	Spain
Sports Director	LaLiga	Spain
Sports Projects Development Coordinator	LaLiga	Spain
Sports Projects Manager, China	LaLiga	Spain
Chairman Secretary	Lander Sports Development	China
Chairman of the Board	Lander Sports Development	China
Chief Operating Officer	Lanxiong Sports	China
Founder	Lanxiong Sports	China
Partner	Lanxiong Sports	China
Owner & Founder	LeidaSports	China
Chief Sales & Marketing Officer	LFP - French Professional Football League	France
Vice President, Business Development	LFP - French Professional Football League	China
Business Development Manager	Mailman Group	China
Chief Executive Officer	Mailman Group	China



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Job Title	Organisation	Country
Co-Founder & Chief Executive Officer	Major League Gaming	United States
Global Head of Marketing	McLaren Automotive	United Kingdom
Vice President, International - Team Marketing & Business Operations and Global Innovation Group	NBA	United States
Business Development Director, APAC	NeuLion	Singapore
Management Director, Global Supercar	NextEV NIO Formula E Team	United Kingdom
Managing Director, China	NFL	China
Marketing Director at NFL China	NFL	China
Media Director, NFL China	NFL	China
Global Head of Research	Nielsen Sports	United Kingdom
Vice President, China (Nielsen)	Nielsen Sports	China
Business Unit Manager	NSF	United States
General Manager	NSF	United States
Account Director	Octagon	China
Head of Commercial Consulting, APAC	Octagon	Singapore
Managing Director South East Asia & Japan	Octagon	Singapore



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Job Title	Organisation	Country
Vice President Octagon, China	Octagon	China
Chief representative China	Olympique Lyonnais	France
President	Olympique Marseille	France
International Project Manager	Olympique Marseille	France
Chief Executive Officer, International	ONE Championship	Singapore
Manager, Business Development	ONE Championship	Singapore
Manager, Business Development	ONE Championship	Singapore
Senior Director, Business Development	ONE Championship	Singapore
Brand Director	Peak Sports	China
Director, Greater China	Perform Group	Singapore
Vice President, Perform Media - China	Perform Group	China
Managing Director, EMEA & Senior Vice President, International Media	PGA TOUR	United Kingdom
Vice President, International Affairs	PGA TOUR	United States
Vice President, Media Business Development, Asia- Pacific	PGA TOUR	United States
Vice President, Business Development APAC	PGA TOUR	Japan



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Job Title	Organisation	Country
Vice President, Managing Director of PGA Tour China	PGA TOUR	United States
Senior Director of Corporate Communications	Philadelphia 76ers	United States
Senior Vice President, Corporate Development & Activation	Philadelphia 76ers	United States
China Business Development Director	Real Madrid CF	Spain
Director of Football	Real Sociedad	Spain
Managing Director, Global Sponsorship Consulting	rEvolution	United States
Business Development Manager	Riot Games	United States
Head of China Business	Riot Games	United States
Counsel	Ropes & Gray	China
Consultant	Score Sports	China
Chairwoman	Shankai Sport International	Switzerland
Communication Manager	Shenzhen Gemdale Sports Industry	China
Director of Marketing & Communication	Shenzhen Gemdale Sports Industry	China
Senior Vice President	Shenzhen Gemdale Sports Industry	China
Chief Executive Officer	Shenzhen Gemdale Sports Industry	China



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Job Title	Organisation	Country
Head of Content Acquisition and Strategic Partnerships	Sina Sports	China
Head of Sina Weibo Sports	Sina Sports	China
Operations Director, Weibo	Sina Sports	China
Vice President, Weibo Operations	Sina Sports	China
Chief Human Resources Officer	Sinobo Group	China
Vice President	Sinobo Group	China
Vice President	Sinobo Group	China
Vice President, Sales & Partnerships, Asia	Sky	China
Chairman and Chief Executive Officer	Sport 8	China
Head of Marketing	Sport 8	China
Commercial Director	SportiveWays	Spain
New Business Development & Sports Partnerships	SportiveWays	Spain
Founder	Sports Consulting	China
Chief Crowdfunding Officer	Sports Crowdfunding	China
Marketing Director	Sports Events Operation	China
Head of Strategic Business Development	Sports Interactive	United Kingdom
Associate	Squire Patton Boggs	United Arab Emirates



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Job Title	Organisation	Country
Chief Commercial Officer	Super League Triathlon	Singapore
Co-Founder and Chief Executive Officer	Super League Triathlon	Singapore
Chief Executive Officer, China	SWIX	Norway
Deputy General Manager	Tencent	China
Director of Commercialisation	Tencent	China
Director of Commercialization & Partnership	Tencent	China
Director of Content Acquisition and Business Development	Tencent	China
Senior Manager of Content Acquisition and Business Development	Tencent	China
Group Commercial & Marketing Director	The Football Association	United Kingdom
Head of Marketing	The Football Association	United Kingdom
Senior Broadcast Manager	The Football Association	United Kingdom
General Manager, Northern China	Turkish Airlines	China
Marketing Manager	Turkish Airlines	China
Head of Sports Partnerships, Asia	Twitter	India
China Representative	VfL Wolfsburg	Germany



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Chairman	Viva Gym & Wellness Centre	China
Vice President	We Capital	China
Head of Marketing	Wolverhampton Wanderers FC	United Kingdom
Commercial Vice President, APAC	WTA	China
Managing Director of Asia-Pacific	WTA	United States
President of Asia-Pacific	WTA	United States
Vice President, Partnerships	WTA	United States
President	WTA	United States
Vice President/General Manager, Greater China	WWE	China
Social Director	WWE	China