



SEG3 London, 27-28 June 2024

Sample Delegate List

<u>Position</u>	<u>Company</u>
Sr. Partnerships Lead	433
Verifiable Credentials SME	Accenture
Senior Marketing Specialist	Activision Blizzard
Senior Marketing Manager	ADA Music
Strategic Account Executive	Adobe
Global Head of AI	AIG
Global Media & Marketing Director	Airspeeder
Senior Brand Specialist	Amazon
Head of Tokenomics	Animoca Brands
CEO	Antstream Ltd
Head of Business Development Media & Entertainment	Aptos
Digital and Insights Lead	Arsenal
Technology Director	Arsenal
Director - Strategic Partnerships & Gaming Strategy	Atlantic Records
Director - Communications & Web3	ATP Tour
Senior Director - Digital Marketing	Authentic Brands Group
Director - Sync & Brand Partnerships	AWAL
Chief Digital & Marketing Officer	Banijay
Senior Vice President	Banijay
Digital Commissioning Exec	BBC

Executive Editor for Youth Audiences	BBC
Head of Commissioning & Digital	BBC Sport
Chief Business Officer	BLAST
Product & Brand Strategy Lead	BMW
VP - Global Head of Design	bp
Sponsorship Lead	Brentford FC
Chief Marketing Officer	Bundesliga International
Brand Manager	Chupa Chups
Metaverse Executive	City Football Group
Creative Director	Comcast & Sky
EVP Digital Revenue & Licensing	Downtown Music
Marketing Director	Dreamworks
Multi Media Creative Director	Dreamworks
Development Director	Electronic Arts
Marketing Manager - FC Franchise	Electronic Arts
Connections Planning Lead	Electronic Arts
Executive Producer - Brand Success	Epic Games
Commercial Partnerships Strategy Director	ESL FACEIT GROUP
Director - New Business Development	FC Barcelona
Senior Web3 Project Manager	FC Barcelona
Head of Digital	FIFA
Senior Manager - Business Development & Games	FIFA
EFootball & Gaming Manager	FIFA
Founder & CEO	FNATIC
Senior Licensing Lead	Formula 1
Chief Operating Officer	G2 Esports
Co-Founder & CEO	GEEIQ
Director of Group Strategic Partnerships & Distribution	Global
Growth Lead - EMEA	Globant
Digital Marketing Strategist	Google
Senior Brand Manager	Guinness World Records
Brand Experience Director	Gymshark
Director - Global Promotions & Partnerships	Hasbro
Senior Project Manager - Metaverse	Hugo Boss
CEO	Improbable

Head of Marketing Strategy	International Olympic Committee
Director - Legal & Business Affairs Content Rights & Marketing	ITV
Director of Distribution	ITV
Digital Innovation Technology Lead	Jaguar Land Rover
Managing Director - Gaming	Jazwares
Executive Director	JP Morgan
Senior Director of Product Marketing - Candy Crush Saga	King
Vice President - Farm Heroes Saga	King
Head of Strategy	King
Technology Strategy Lead	Liberty Global
Head of Content Strategy	LiveScore Media Group
Group Director of Digital & Technology	London Marathon Events
Inward Investment Manager - Creative Tech	London & Partners
Director of Digital Innovation	Manchester United
Head of Digital Business Operations	Manchester United
Director - D2C & Digital Products	Manchester United
Product & Innovation Director	Mastercard
SVP - Global Brand Strategy & Innovation	Mastercard
Senior Manager - Web3 & Digital Licensing	McLaren Racing
Partnership Development Lead	Mercedes-AMG Petronas F1 Team
Strategic Partnerships Manager	Meta
Chief Commercial Officer	Misfits
Senior Gaming Marketing Manager	Monster Energy
Senior Director of Digital & Gaming - EMEA	Monster Energy
Director of Digital Business	MotoGP
Global Director - Innovation	Movember
Head of Sports Entertainment Partnerships & Investments	Mysten Labs
VP Content Operations	Napster
Policy Partnerships & Operations	Netflix
Partnership Marketing Manager	Newcastle United
Head of Analytics	NBA
Senior Director - Global Partnerships	NBA
Director - Global Partnerships	NBC Universal
Commercial Partnerships Lead - EMEA	Niantic

General Manager	One Football
Sr Director - Partnerships Tech & Ops	Paramount
Chief Digital & Innovation Officer	Paris Saint-Germain
Manager - Golf Education	R&A
Global Marketing & Emerging Tech Lead	Reckitt
Senior Marketing Manager	Red Bull Racing
Head of Global Fan Engagement	Red Bull Racing
Marketing Communications Lead	Riot Games
Commercial Development Manager	SailGP
Deputy General Secretary	Saudi Arabian Football Federation
Co-Founder & Head of Interactive	Sawhorse Productions
Senior Experience Visioning Strategist	Sky
Digital & Audience Development Lead	Sony Music
Snr Director of Digital & New Tech	Sony Music
Senior Director - Web3 & Metaverse	SportFive
Group Technology Director	Square Enix
Global Growth Marketing Lead	Supercell
Co-Founder	Polygon Labs
President & Chief Operating Officer	Team Liquid
Managing Director	Techstars
AI & Innovation Lead	Teddy Spa
Head of Sports Partnerships	Tezos
Commercial Director	The Football Association
Managing Director	The Gang
SVP - PR & Comms	The Metaverse Society
Client Partner - UK Sports Lead	TikTok
Head of Marketing	Toikido
Digital Fashion Project Manager	Tommy Hilfiger
Commercial Planning & Partnerships Solutions	Tottenham Hotspur FC
Global Partnerships Lead	UFC
Industry Lead - Tech & Entertainment	UNiDAYS
Commercial Strategist - Gaming Tech & Entertainment	UNiDAYS
CMI Head	AXE/Lynx Unilever
Digital Manager	Unilever
Head of Marketing - Growth & Technology	United Rugby Championship
President Commercial & Creative	Universal Music

Content & Community Manager	Universal Music
SVP - Global Distribution Technology	Universal Pictures
VP - Marketing	Universal Pictures
Head of Tech - Innovation & Partnerships	Universal Studios
Co-Founder & Co-CEO	Upland
Global Domains Lead for Sports & Venues	Verizon
Strategic Partnerships Lead	Virgin Media O2
Digital Experience Lead	Walt Disney Company
Global Director - Digital Brand Partnerships	Warner Bros Discovery
VP Brand Comms and Digital Content Strategy EMEA KIDS	Warner Bros Discovery
Head of Sync - UK	Warner Chappell Music
Senior Manager - Artist & Brand Partners	Warner Music Group
Head of Applied Innovation	Wavemaker
Sales Director	Wildbrain
Head of Gaming Partnerships	Williams Racing F1
General Manager - Marketing & Commercial Growth	Wolves FC
VP - International Marketing	WWE
Head of Business Development - Sports & Gaming	Zilliqa
SVP - Growth	zkSync