



ABRAHAM MADKOUR Abraham Madkour brings more than 20 years of experience covering the business of sports and serves as Executive Editor of SportsBusiness Journal, SportsBusiness Daily/Global. He is responsible for shaping the editorial direction of the publications while managing the entire editorial staff. He also oversees the editorial content for the various conferences produced by the Sports Business Group, including the prestigious World Congress of Sports, Sports Business Awards and Forty Under 40 awards. Madkour writes weekly editorials and profile features of the management and leadership strategies of leading industry executives. He is a frequent industry speaker and serves as the lead moderator and editorial spokesman at all of the company's events.

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BILL KING Senior writer Bill King is the lead contributor to SportsBusiness Journal's In-Depth stories, Special Report coverage and profiles, in addition to covering boxing, MMA and the field of sports business education. He has won numerous national and regional writing awards since joining SBJ in 1998. King brings extensive experience to his work, having spent 12 years at daily newspapers in Florida, where he covered Major League Baseball, the NBA, NFL and major college football. **BEATS:** Special Projects/Profiles: General assignment Boxing/UFC: (big-picture stories) Educational programs

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DANIEL KAPLAN Our lead reporter on the NFL, Daniel Kaplan also provides broad coverage of tennis and finance in the world of sports. An award-winning writer, Kaplan, before working for SportsBusiness Journal, was the banking and brokerage reporter for Bridge News (formally Knight Ridder Financial), as well as the mergers and acquisitions reporter for American Banker. **BEATS:** Football: NFL/AFL/CFL Tennis: ATP/WTA/majors Finance: Lending, credit facility, rating, league relationships and PE/VC

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TERRY LEFTON Veteran sports business reporter Terry Lefton has worked for years building high-level industry contacts and sources, which pays off when it comes to breaking exclusive news on sponsorship, licensing, advertising and marketing deals. Before joining SportsBusiness Journal, Lefton covered the sports marketing and media segment for Brandweek and the Industry Standard. **BEATS:** Sports Sponsorship; Sports marketing/advertising

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JOHN OURAND Media writer John Ourand tracks business developments across the sports media industry. From rights deals and ratings to mergers and programming, he regularly delivers breaking news and provides keen analysis of changes and trends in the industry. A veteran journalist since 1990, Ourand joined SportsBusiness Journal in 2006, after spending seven years at CableFAX Daily and Cable World magazine. **BEATS:** Media: Distribution, content and rights deals across TV/digital/OTT/radio Social Media: Focus on content

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JOHN LOMBARDO Longtime reporter John Lombardo has been a staff writer for SportsBusiness Journal since 1998 and leads the magazine's coverage of the NBA as well as the golf industry. Previously, Lombardo covered sports marketing and regional economic issues for the Washington Business Journal. Lombardo has won multiple national writing awards since joining SBJ. **BEATS:** Basketball: NBA/WNBA/D-League/USAB Golf:PGA Tour/LPGA/ USGA/PGA of America/majors

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LIZ MULLEN Liz Mullen covers the dynamic world of sports agents and labor issues, as well as horse racing, for SportsBusiness Journal. Through her industry-wide contacts, Mullen has reported exclusive news on acquisitions and legal issues within the agent community, as well as breaking news on the latest player signings. Before joining SportsBusiness Journal, Mullen covered banks and financial news for the Los Angeles Business Journal and Bridge News, formerly Knight Ridder Financial. **BEATS:** Agents/labor; Boxing/UFC: Day-to-day coverage; Horse racing

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ERIC FISHER SportsBusiness Journal's lead writer on the business of Major League Baseball, Eric Fisher also writes extensively about the Internet, digital media and technology in sports, as well as ticketing and fantasy sports. Before joining SBJ in 2005, Fisher spent nine years covering sports business in Washington, D.C., for the Washington Times. **BEATS:** Baseball: Major League Baseball, Minor League Baseball Ticketing: Strategy, technology, distribution, pricing, analytics, CRM Social/Digital/Print Media: Focus on technology, biz development, Com-Score, measurement, circ, personnel and advertising Fantasy sports/daily fantasy: Biz dev, partnership marketing, personnel, VC/ funding, government and industry relations E-Sports support

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BEN FISCHER Ben Fischer leads Olympics coverage for SportsBusiness Journal. He also covers the business side of action, endurance and e-sports. An award-winning journalist for more than a decade, Fischer wrote about the New York tech startup scene, the health care industry in Washington, D.C., and politics in Ohio before joining SportsBusiness Journal. **BEATS:** Olympics: USOC, IOC, NGBs, Int'l federations and any Olympic rights-holders Action sports: Including Supercross & Rallycross Endurance sports: Marathons/ cycling/crossfit/mud runs E-Sports: Participation, media partnership, marketing, personnel, distribution, expansion/growth Sailing: America's Cup

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MICHAEL SMITH The leading reporter covering the dynamic business of college sports, Michael Smith joined SportsBusiness Journal in 2006 after having spent 18 years with daily newspapers, most recently covering the University of Kentucky basketball program for the Lexington Herald-Leader. His résumé also includes stints covering the University of South Carolina and the NBA's Charlotte Hornets. **BEATS:** College sports, High School sports

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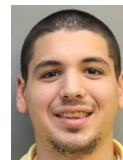
MIKE SUNNUCKS is the leading reporter covering news on facilities, venues and the fan experience. Before coming to SBJ, Mike spent 20 years as a senior writer for both the Washington Business Journal and the Phoenix Business Journal where he was widely considered one of the premier reporters in the America City Business Journal network of 40 plus metro business newspapers. While there he covered, among other beats, real estate, sports business, the stock market, and advertising. **BEATS:** Facility news, Construction and Development, Fan Experience.

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IAN THOMAS Ian Thomas joined SportsBusiness Journal as a staff writer in 2014 and leads the magazine's coverage of the global and dynamic sports of hockey and soccer. Previously, Thomas wrote for Bloomberg News, Crain's New York Business and the Financial Times Group, covering a variety of business topics. **BEATS:** Hockey: NHL, ECHL, AHL, KHL Soccer: MLS/U.S. Soccer/NASL/NWSL, and global soccer FIFA/EPL, Finance backup, E-sports support

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ADAM STERN Adam Stern joined SportsBusiness Journal/Daily in 2012 and currently covers the business side of motorsports, western sports and lacrosse for SportsBusiness Journal. A graduate of Virginia Commonwealth University, he has won multiple writing awards. His experience includes work as executive editor for VCU's newspaper, as well as an internship with the Washington Times. **BEATS:** NASCAR: Sprint, Truck, Xfinity Motorsports: IndyCar/U.S. based road racing/NHRA/Rallycross Western sports: PBR/PRCA/rodeos/etc. Lacrosse

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