



**SPORT LEADERSHIP  
& EXECUTIVE  
ADVANCEMENT  
PROGRAM**

*An Initiative by UNLV Sports Innovation Institute*

June 16 – 22, 2025 | Las Vegas, Nevada

*Accelerate your path to leadership in the Global Sports Industry! At Sport LEAP, you will be immersed in a week-long, unparalleled experience, gaining critical insights into the evolving 21st-century sports industry and the dynamic management skills needed to lead it. Embed yourself with championship teams, learn from those that lead them, engage in the "Fun Economy," and forge lasting connections with fellow rising leaders in sports.*



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# 2024 Recap: Instructors and Speakers

Amy Ayoub

Speaking Coach

Jennifer Azzi

Chief Business Development Officer

Marc Badain

President

Kerry Bubolz

President & Chief Operating Officer

Greg Cannon

Managing Partner

Justin Carley

SVP, General Counsel

Rich Constable

EVP, Global Head of Gov't Affairs & Social Impact

Lawrence Epstein

President and Chief Operating Officer

Nikki Fargas

President

Connor Fields

Keynote Speaker, Olympic BMX Athlete & Champion

David Forst

General Manager

Jason Gastwirth

Managing Partner

Tony Gladney

VP, Diversity, Equity & Inclusion

Blair Hardiek

Chief Marketing Officer

Becky Harris

Distinguished Fellow in Gaming Leadership

Jan Jones Blackhurst

Board of Directors, Former Las Vegas Mayor

Liz Masen

Chief Executive Officer

Napoleon McCallum

Dir. of Community Development for Gov't Relations

Lisa Motley

Vice President of Sports & Special Events

Mark Shearer

Senior Vice President, Sales

Frank Sizemore

Vice President, Strategic Partnerships

The Zen Speaker

Las Vegas Aces

Major League Baseball A's

Vegas Golden Knights

Interstate 15 Sports & Entertainment

Las Vegas Raiders

MSG Sphere

Ultimate Fighting Championship

Las Vegas Aces

US Olympics

Major League Baseball A's

Interstate 15 Sports & Entertainment

MGM Resorts International

Las Vegas Aces

University of Nevada, Las Vegas

Caesars Entertainment

Athlete Assessments

Las Vegas Sands

LVCVA

FIFA World Cup '26

FanDuel



# 2024 Recap: Curriculum

## Saturday, July 20

**Session 1:** Negotiating With the Bigs: Lisa Motley, Vice President of Sports and Special Events, LVCVA

**Session 2:** The Business Case for Women's Sport: Dr. Nancy Lough, UNLV

**Afternoon Site Visit:** Las Vegas Raiders Headquarters: Justin Carley, SVP & General Counsel, Pete Caracciolo, Senior Director, Operations

**Evening Site Visit:** Inventing a New Entertainment Genre: Rich Constable, EVP, Global Head of Gov't Affairs and Social Impact, MSG Sphere

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## Sunday, July 21

**Session 1:** Valuing and Growing Talent: Tony Gladney, VP of Diversity, Equity, and Inclusion, MGM

**Session 2:** Building Equity as Women in Leadership: Jan Jones Blackhurst - UNLV Fellow

**Session 3:** Amy Ayoub "The Zen Speaker" coaching

## Monday, July 22

**Session 1:** The Secret Meeting that Launched the Raiders: Dr. Bo Bernhard, UNLV and Napoleon McCallum, Director of Community Development, Las Vegas Sands

**Session 2:** Building a State of the Art Facility; Maximizing Revenue Generation: Marc Badain, President, Major League Baseball A's and Mark Shearer, VP of Sales, FIFA

**Afternoon Session:** Las Vegas Aces Leadership Panel, Moderated by Dr. Nancy Lough, UNLV

- Nikki Fargas, President
- Jennifer Azzi, Chief Business Development Officer
- Blair Hardiek, Chief Marketing and Communications Officer

**Afternoon Site Visit:** Allegiant Stadium – Official Stadium Tour

## Tuesday, July 23

**Session 1:** Moneyball: David Forst, General Manager, Major League Baseball Athletics

**Session 2:** Government Relations: Frank Sizemore, VP, Strategic Partnerships, FanDuel

**Session 3:** Sports Betting, Vegas Rules: Becky Harris, Distinguished Fellow in Gaming and Leadership

**Lunch:** Guest Speaker, Connor Fields, Keynote Speaker, Olympic BMX Athlete & Champion

**Afternoon Site Visit:** UFC Performance Institute & Apex, Lawrence Epstein, President & COO

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## Wednesday, July 24

**Session 1:** *Las Vegasization*: Managing Partners of Interstate 15 Sports & Entertainment -- Jason Gastwirth (former president of entertainment, Caesars Entertainment) and Greg Cannon

**Session 2:** Black Fire Innovation Tour - Bo Bernhard

**Afternoon Site Visit:** Vegas Golden Knights Headquarters, Kerry Bubolz, President & CEO

# 2024 Recap: Testimonials

*"There are not enough words to describe the AMAZING and educational experience I had the opportunity to be a part of!"* – Daphne Robinson, Sportsbook Manager, Gila River Resorts & Casinos

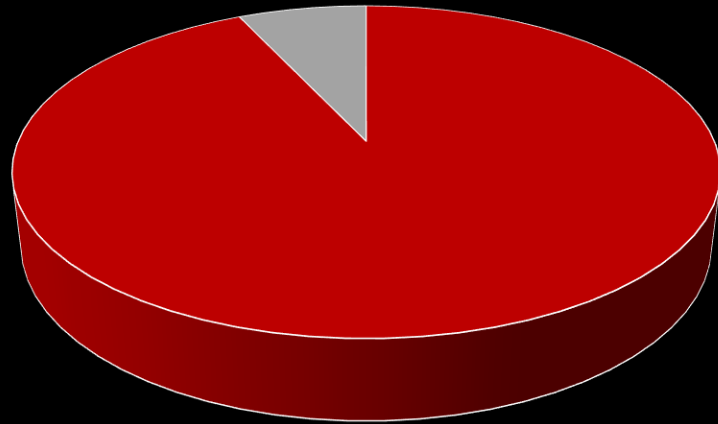
*"Across 7 days, I was presented with fantastic opportunities to network with some of the biggest players in Las Vegas' sport and gaming industries, incredible one-of-a-kind visits, and challenging work that pushed my team to deliver innovation. It was an incredible experience. I highly encourage anyone looking for growth in sport to follow the UNLV Sports Innovation Institute for future programs."* – Aziz Bawany, Director of Digital Media & Product, UFC

*"Access to so many influencers and decision makers in the sports and performance space. The ability to participate in an intimate setting, and have access to so much knowledge was so valuable."* – Eric Sanchez, CEO & Founder, X2L Bio



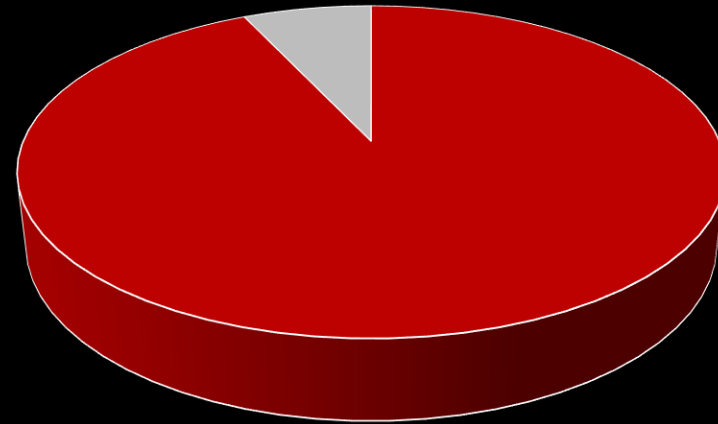
# 2024 Recap: Survey Results

Overall Program Experience & Content: 93% of Respondents chose *Very Good* or *Excellent*



■ Excellent or Very Good ■ Other

Would You Recommend this Program to a Colleague?: 93% of Respondents chose *Definitely*



■ Definitely ■ Other

*SPORT*  
LEAP

A red arrow pointing upwards and to the right, passing through the word 'LEAP'. The arrow starts below the 'L' and 'E', crosses through the 'E', and ends above the 'P'. The word 'SPORT' is written in a red, italicized, sans-serif font above 'LEAP', which is in a grey, bold, sans-serif font.

- 2025 -

# 2025: Learning Objectives

Self-awareness as a leader – personality strengths and how to work with others most effectively: Develop an understanding of personal leadership traits and strengths through personality assessments and reflection, and apply this awareness to build stronger, more synergistic teams.

Launching a new or relocated sports team: Learn to create a team launch plan, focusing on market research, strategic branding, fan engagement, and establishing community support.

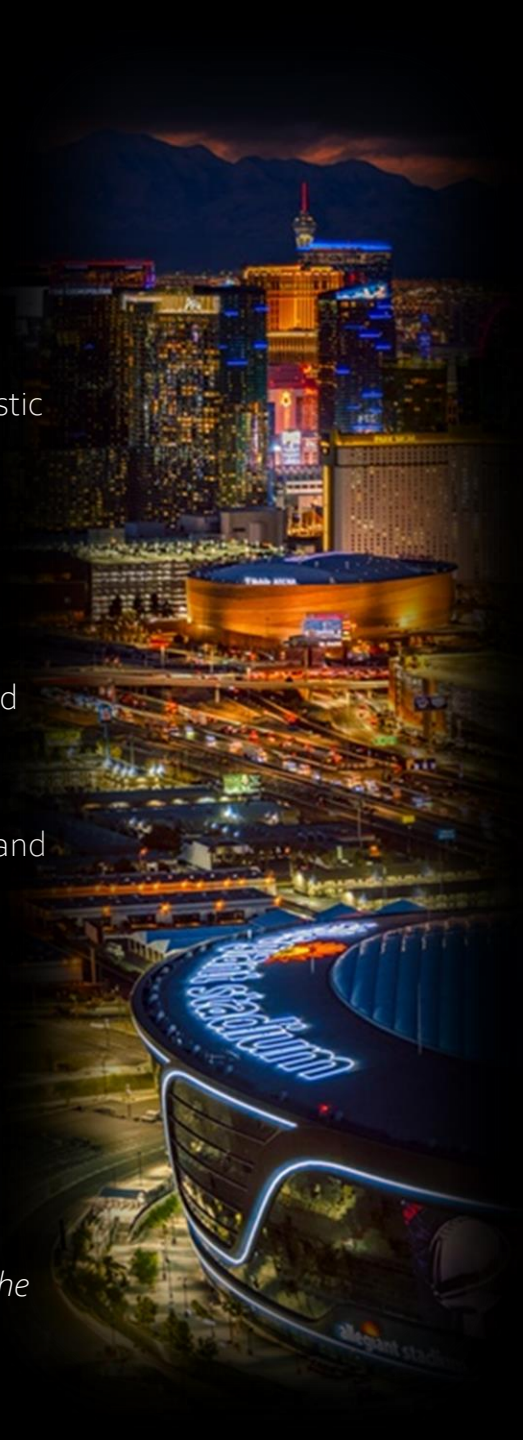
Building a state-of-the-art sport facility: Learn how to navigate budgeting, project management, sustainability, athlete considerations, and community impact to deliver a top-tier sports facility.

Driving revenue in the highly cluttered sports business: Identify key strategies for generating diverse revenue streams in the competitive and saturated sports industry.

Attracting high-profile sporting events to your city: Understand the roles of event bidding, infrastructure, local partnerships, and tourism promotion in securing high-profile sports events.

Building relationships to foster public/private investment in partnerships: Learn how to cultivate relationships with key stakeholders (government officials, private investors, and community leaders) to secure public/private partnerships.

*\*Participants will apply what they've learned throughout the week by collaborating on a challenging group project, which they will present on the final day*



# 2025: Program Details

**When:** June 16 – 22, 2025

**Where:** UNLV's Black Fire Innovation – Las Vegas, NV

**Tuition:** \$5,000 (\*\$4,500 prior to April 14, 2025)

**Lodging:** The M Resort (\*link to book with special event rate will be shared upon registration)

**Capacity:** 30 participants

**Deadline to Apply:** May 16, 2025 (\*or until program reaches capacity)

**Who Should Apply:** Sports industry leaders looking to learn from the best in the business, develop their leadership skills, and expand their professional network

**Questions?:** Email UNLV Sports Innovation Institute – [sportsinnovation@unlv.edu](mailto:sportsinnovation@unlv.edu)

Submit your application here!



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