

UNLV

## UNLV – Who We Are

- Top-Tier R1 Research University
  - Top 3% of public research universities
- 67% Minority (minoritized)
  - Top 5 diverse campus in the country
- 1 in 3 first-gen students
- 1800 veterans & military students
- 1,000 international students from 91 countries
- 50% first in family to earn 4-year degree
- 30% adult learners





# THE HUB OF INNOVATION IN THE GLOBAL SPORTS CAPITAL

We initiate, support, and inspire sport research, education, innovation, and economic development with the mindset that sport is an integral part of a society and personal health.

[Explore more](#)

# ABOUT UNLV SPORTS INNOVATION

We aspire to be a nationally recognized hub that integrates sport science and sport business to provide cutting-edge solutions to unique challenges and drive the future of sport. We also aim to be a leader in training the next generation of sport scientists and sport business professionals through interdisciplinary education and research.





## Faculty & Staff



**Jay Vickers**  
Chief Operating Officer  
*Sports Innovation*  
FDH 315 , 1092



**Nancy Lough, Ed.D.**  
Director of Sports Management  
*Sports Innovation*  
CEB 317 , 3003



**John Mercer, Ph.D.**  
Director of Sports Science  
*Sports Innovation*  
BHS 218A , 3019

# The founders...

# To now!



**Bo Bernhard**  
VP of Economic Development  
**Economic Development**  
HR1 Suite 400, 6037



**Brooke Conway Kleven**  
Postdoctoral Scholar  
**Sports Innovation**



**Margo Malik**  
Program Manager  
**Sports Innovation**



**Jelani Baker**  
Graduate Assistant  
**Sports Management**



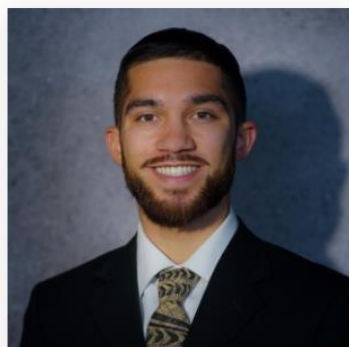
**Alex Jae Ko**  
Graduate Assistant  
**Sports Management**



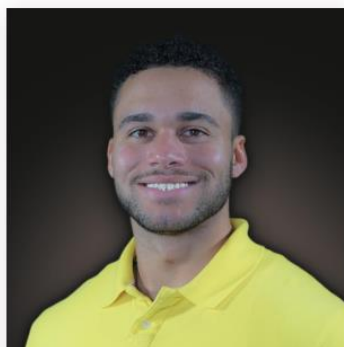
**Cheyne Saucedo**  
Graduate Assistant  
**Sports Management**



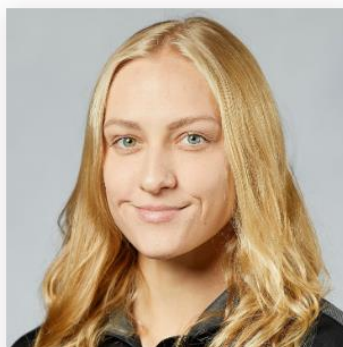
**Grant Ward**  
Graduate Assistant  
**Sports Management**



**Solomon Escalante**  
Graduate Assistant  
**Sports Innovation**



**Bryce Hinton**  
Graduate Assistant  
**Sports Innovation**



**Kate Afanasyeva**  
Graduate Assistant  
**Sports Science**



**Matthew Heninger**  
Graduate Assistant  
**Sports Innovation**



**Elias Malek**  
Graduate Assistant  
**Sports Science**



**Alina Swafford**  
Graduate Assistant  
**Sports Science**

## PILLARS

UNLV's University Resources devoted to Sports Research, Performance, Health, Tech & Innovation.

[Explore more](#)



### Sports Data & Technology

Creating & studying the future of sports technology.

[Read more](#)



### Sports Management

Leading research into the evolution and future of business in sports.

[Read More](#)



### Sports Science

Leading research into maximizing performance and achievement.

[Read more](#)

# Many areas of expertise identified on campus





View All Pillars



Sport  
Management



Sports Science



Sports Data &  
Technology



Brain Health



Military and First Responder  
Health and Performance



Diversity and Inclusion in  
Sport



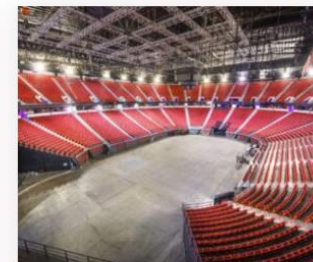
PGA Golf Management



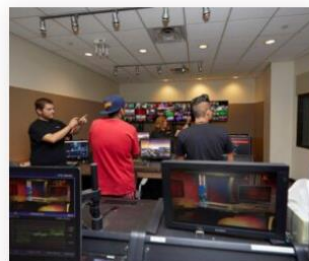
Sports and Health



Sports Betting



Sports Business



Sports Media



Sports Performance



Sports Psychology



Sports Technology



Youth Sports & Performance



Esports



# Programs



Academic Programs

Academic Programs



Internship Programs

Internship Programs



Catalyst Grant Program

Catalyst Grant Program

# Catalyst Grant Program

- Awarded over \$1M for sport related research and innovation
  - Funded 17 sport related research and innovation projects
  - 3 Types of awards
    - Proof of Concept (POC)
    - Product and Services Development (PSD)
    - Catalyst Accelerator Program (CAP)



John Mercer, Ph.D.  
Director of Sports Science



# Sports Data & Analytics

- Lou Ruvo Center for Brain Health - Evaluating social determinants of health in combat athletes
  - Influence on long-term brain health related to blood biomarkers and regional brain volumes
  - Ethnically diverse cohort
- PGA of America – Evaluating the role of golf in veterans with Post-Traumatic Stress (PTS)
  - How this influences brain health and self-perceived wellness



Brooke Conway Kleven  
Postdoctoral Scholar

# Intercollegiate and Professional Sport Management Master's Degree (IPSM)

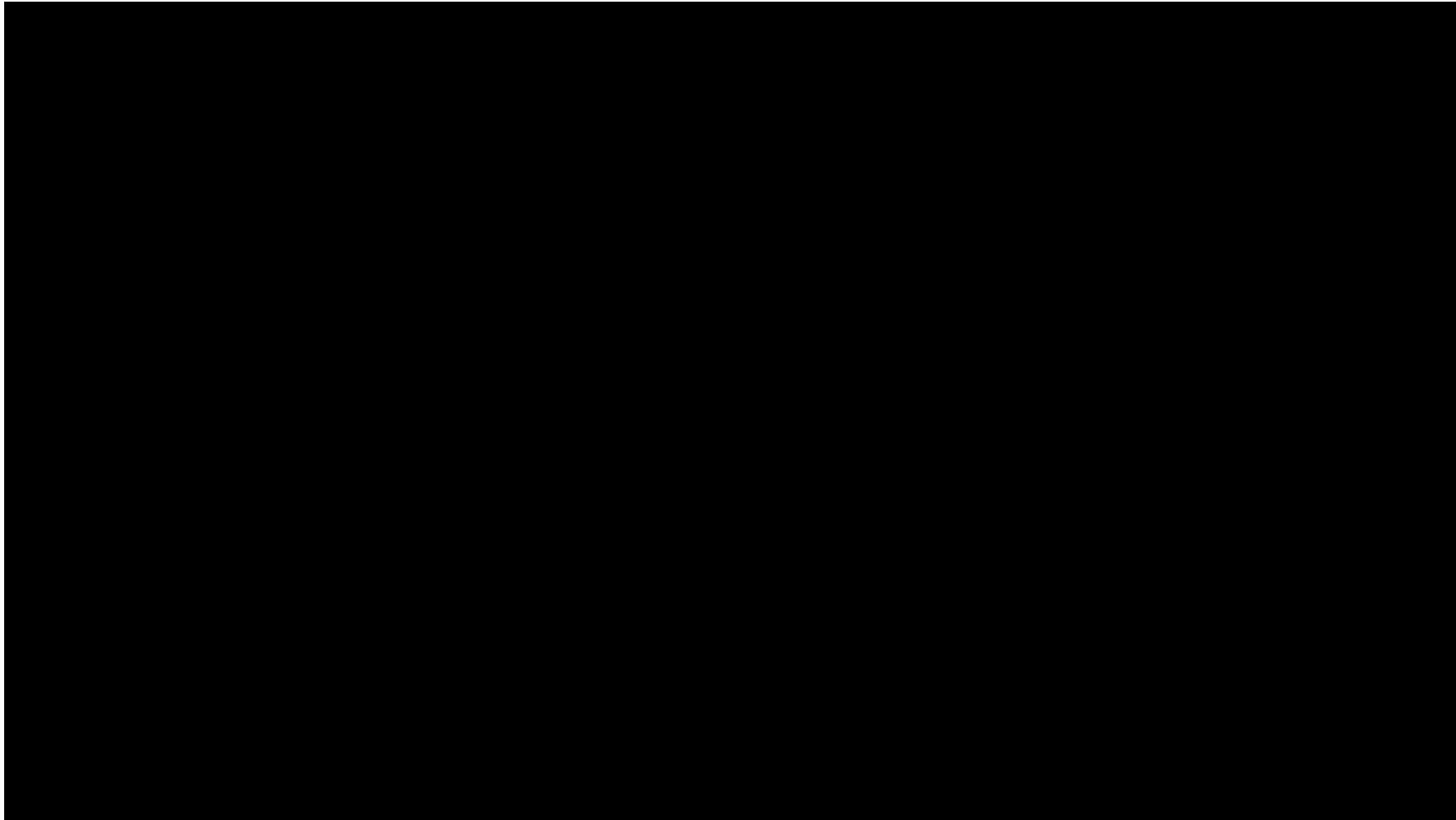
- Founded in 2020
- Has grown to over 70 students
- Direct impact on Las Vegas Sports Ecosystem
  - Master's level students
  - Undergraduate certificate program
  - Capstones and Internship participation



Nancy Lough, Ed.D.  
Director of Sports Management



# SII Internship Program



# Internship Success Stories

## INTERNSHIP SUCCESS STORIES



### **D'Ahna Scott**

*Law Clerk at OMBI Group, LLC*

"The partnership between UNLV Sports Innovation and the LVSBC exposed me to many areas of both sports and entertainment. It provided me with great networking opportunities and developed relationships that I will carry with me throughout my legal journey."

Thank you to the Super Bowl LVIII Internship Program Sponsors!



## INTERNSHIP SUCCESS STORIES



### **Bryce Hinton**

*UNLV Sports Innovation GA  
UFC Office Assistant*

"The partnership between UNLV Sports Innovation and the LVSBC developed my career mindset and helped me advance in my career by understanding how important it is to network and to have connections. I am so thankful for the internship program guiding and helping me through my career in such a short span of time!"

Thank you to the Super Bowl LVIII Internship Program Sponsors!



## INTERNSHIP SUCCESS STORIES



### **Solomon Escalante**

*UNLV Sports Innovation GA  
SEICon Social & Sales Intern*

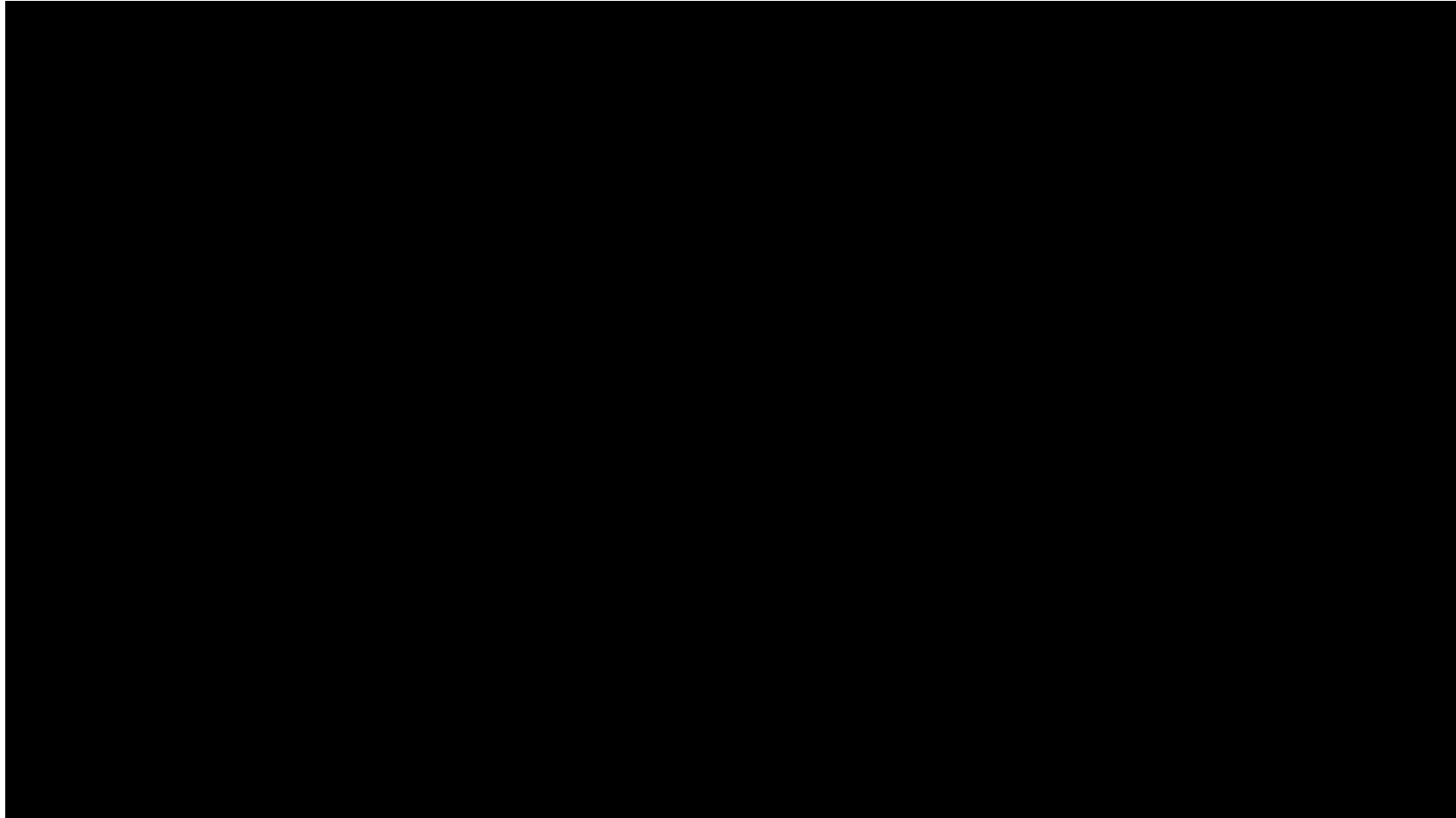
"My time with the Host Committee provided me with valuable experiences, connections, knowledge and memories. I am truly grateful for the career development and transformational leadership I experienced through this opportunity."

Thank you to the Super Bowl LVIII Internship Program Sponsors!





# Sports Business Classroom Business of Basketball Program



# How we got here

- **GOED Knowledge Fund Investment**
- **USI Catalyst Grant Program**
  - Awarded over \$1M for sport related research and innovation projects
  - Funded 17 sport related research and innovation projects
  - Funded 4 Catalyst Accelerator Program projects
- **USI Sports Internship Program (Super Bowl 2024)**
  - In partnership with LVSB Host Committee, NFL Foundation, United Way of Southern Nevada
  - Placed 43 UNLV Students in real world internships – **fully paid**
  - NBA Summer League, Sports Business Classroom
- **State Appropriations Award (Susie Lee)**
  - \$3,250,000 awarded to advance education, research, and innovation
  - 3 Cornerstone Programs - Sports LEAP, Sports Science & Entrepreneurial Program, Sports Data Analytic Hub
- **SEI-Con (Sports, Entertainment & Innovation Conference)**
  - July 15-17



# **NSHE Approved Institute**

## **December, 1 2023**



# What's Next?

- Sports Innovation Complex
- Catalyst Grant Program Expansion
- Enhanced Sports Innovation Community & Industry Events



# Partners



**We aim to create public/private partnerships**



**Where the World's Leading Sports, Entertainment & Innovation Leaders Gather**

**July 15 – 17, 2024  
Virgin Hotels Las Vegas**

**UNLV** | SPORTS  
INNOVATION



**S** Syracuse University  
Falk College of Sport  
& Human Dynamics