



Darin W. White, Ph.D.

Executive Director, Center for Sports Analytics

Program Coordinator, Sports Marketing & Analytics

Samford University

Center for Sports Analytics

Agenda

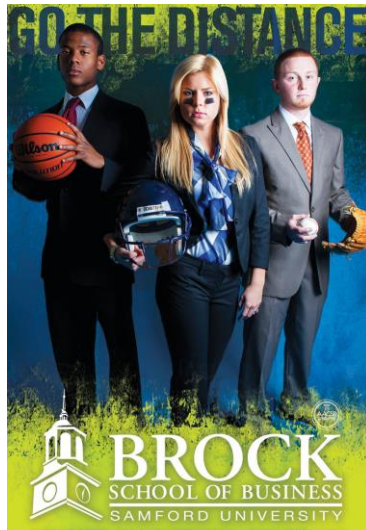
- I. History of Sports Analytics at Samford
- II. Three Ways Analytics are Impacting Sports
- III. Project SAMson



Established in 2012

FIRST & FINEST IN THE SOUTH

1st program in Sports Business in an AACSB accredited business school in the South.



UNDERGRADUATE & MBA

Established in 2017

FIRST IN THE U.S.



“Samford University is the international thought leader in the emerging field of Sports Analytics.”

- Tracy Teague, VP Nike Football & Baseball

**BROCK LAUNCHES FIRST
SPORTS BUSINESS & ANALYTICS MBA
IN ALABAMA**



STRATEGIC REVENUE
GENERATION IN SPORT

FAN ENGAGEMENT & ANALYTICS

BUSINESS OF COLLEGE SPORTS

CREER PREP IN SPORTS

Sports Analytics Track



THE COMPANY WE KEEP

It's been said that the company you keep defines you. Over the years, we have been fortunate to work with some of the best.

Golf and Foundations



CONCUSSION Legacy Foundation

ATHLETES IN ACTION

Miscellaneous Sport Properties



College Sports



Motorsports



Professional Sports



Big Brands



Minor League Teams & Leagues



Agencies/Data Providers



Sports Marketing & Analytics Advisory Board

30+ Leaders from across the sports landscape



Rich McKay, President



Jim Allen, SVP Partnerships



Ben May, Senior Director



Joe Hutchinson, SVP Licensing



Dan Hall, SVP Partnerships



Matt Yonan, President



Cam Campbell, Biz Commissioner



Bernard Frei, Owner



Kyle Houser, Senior Manager



Tracy Teague, VP Creative Director



Phil McCarn, VP Sales



Ben Milsom, Chief Ticketing Officer



David Elgin, SVP Analytics



George Dennis, President



Lisa Warren, President



Gary Heise, President



Allen Verlander, President



Robbie Robertson, Chairman



Dr. Brandy Gibson, President



David Knight, President



John Mount, CCO



Jim Host, Founder



Jeremy Walls, SVP Revenue



Mike Verlander, President



Robyn Felton, COO



Vince Thompson, President



Scott Myers, Executive Director



Jordan Bellar, VP Partnerships



Will Cavanaugh, Sports Director



Gio Hernandez, MLB Director



Brad Williams, Founder



Mark Whitworth, Athletic Director

DRIVING THE GLOBAL CONVERSATION ON SPORTS BUSINESS



In Elite Company

Center for Sports Analytics Stands Tall as Data Team Finalist Alongside Major International Brands

ONCON
ICON AWARDS

Pepsi	IBM	PwC
Mastercard	Microsoft	Scotiabank
Proctor & Gamble	Fidelity	Panasonic
Wal-Mart	Invesco	New York Life
National Science Foundation	Fannie Mae	BBVA

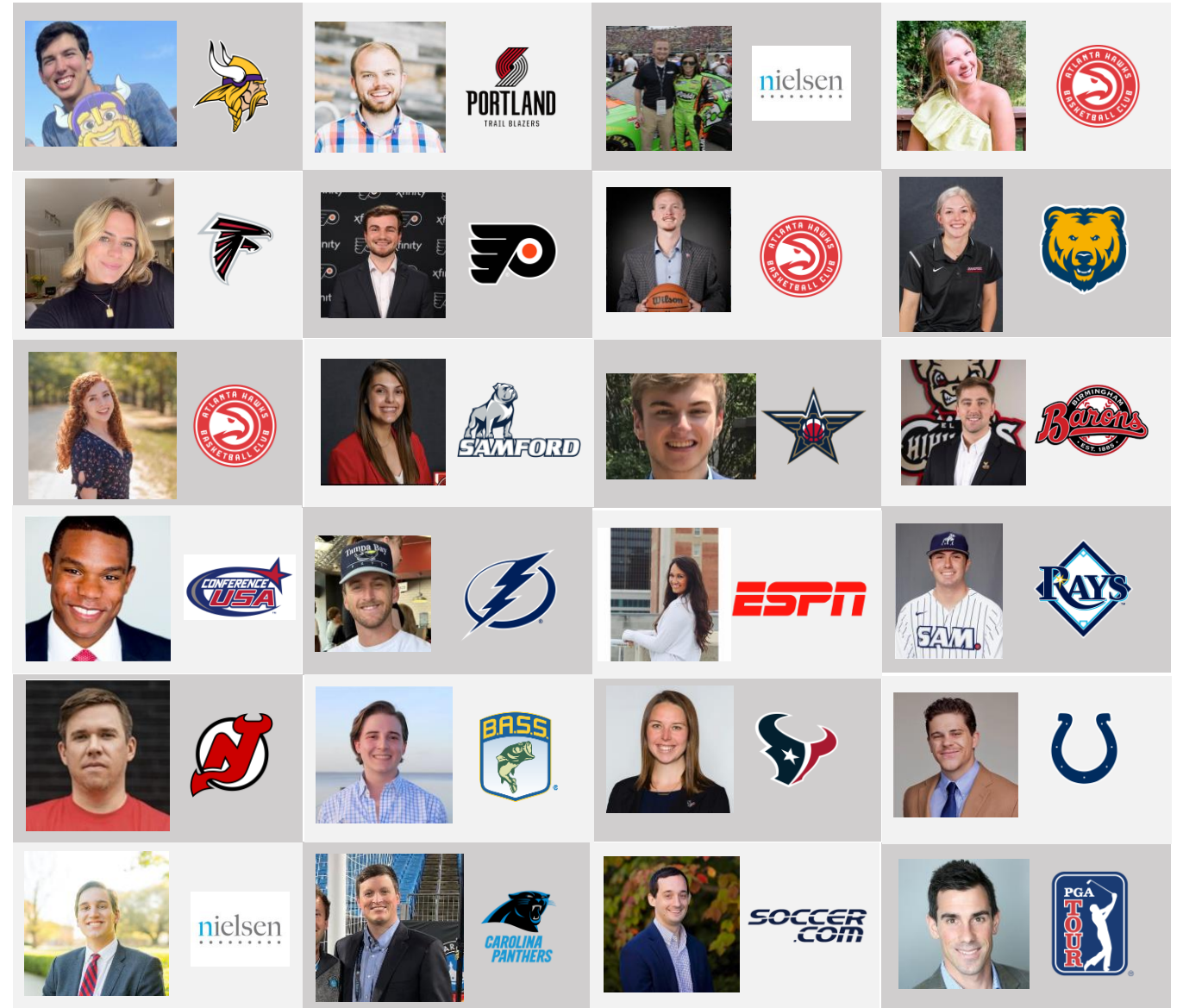


TURNING DREAMS INTO REALITY

Direct Sports Industry Placement = 69.1%

Graduate School Placement = 27.8%

Overall Placement > 95%



Celebrating Success



**SPORTS MARKETING
AND ANALYTICS
SIGNING DAY**

Celebrating Success



**Grace Roberts: Atlanta
Hawks**

Coming in 2024



(Internal)

Game, Set, Match (GSM)
Internship Program



(Internal)

SAM Sports Consulting Group



(External)



#1
Business Analytics



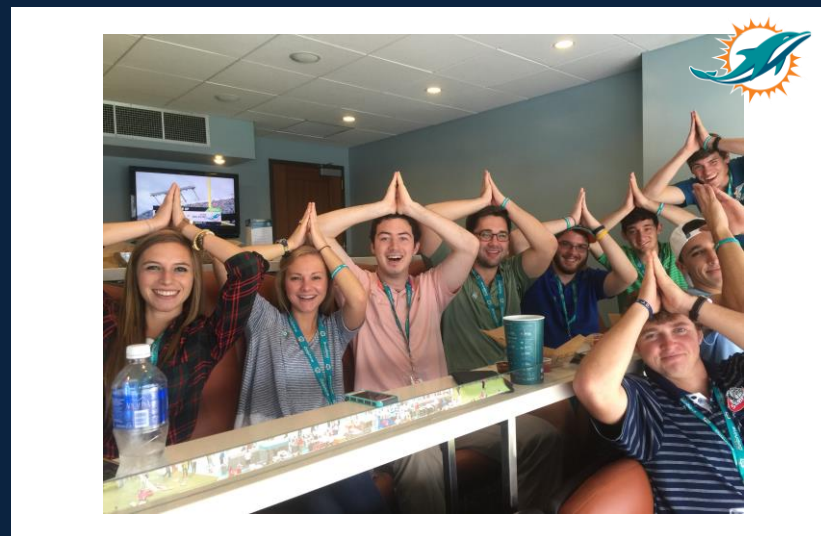
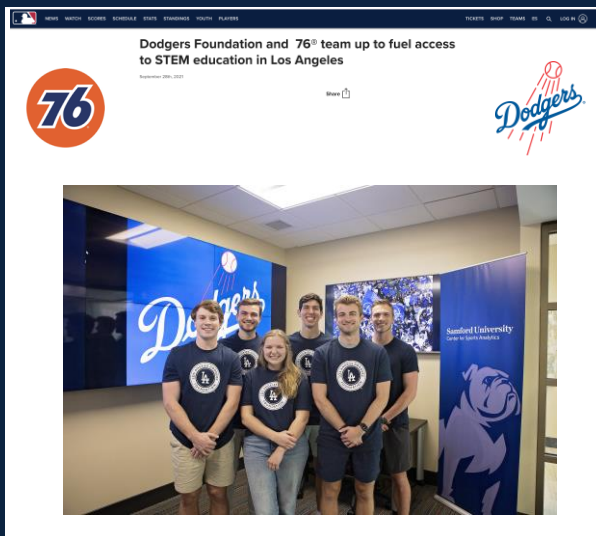
#2
Performance Analytics
(aka Moneyball)



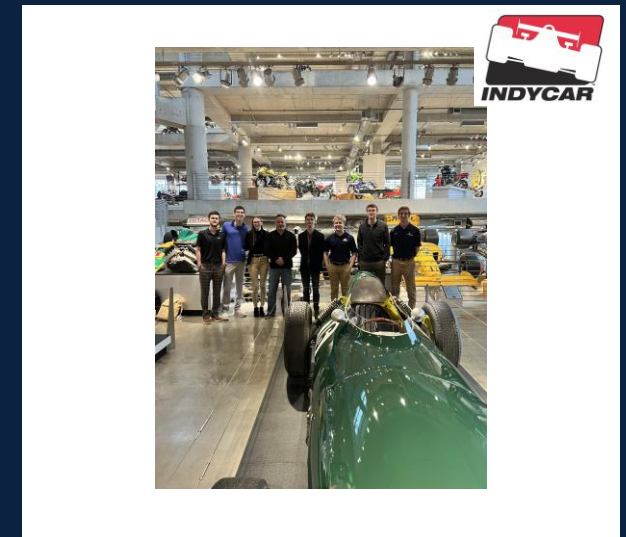
#3
Sports Science Analytics



Sports Business Consulting Projects



Sports Business Consulting Projects



Sports Business Consulting Projects



ROCKET CITY
TRASH PANDAS



FORT MYERS
MIGHTY
MUSSELS



EL PASO
CHIHUAHUAS



#1
Business Analytics



#2
Performance Analytics
(aka Moneyball)



#3
Sports Science
Analytics



Training the Next Generation of Moneyballers



Real World Moneyball Experience

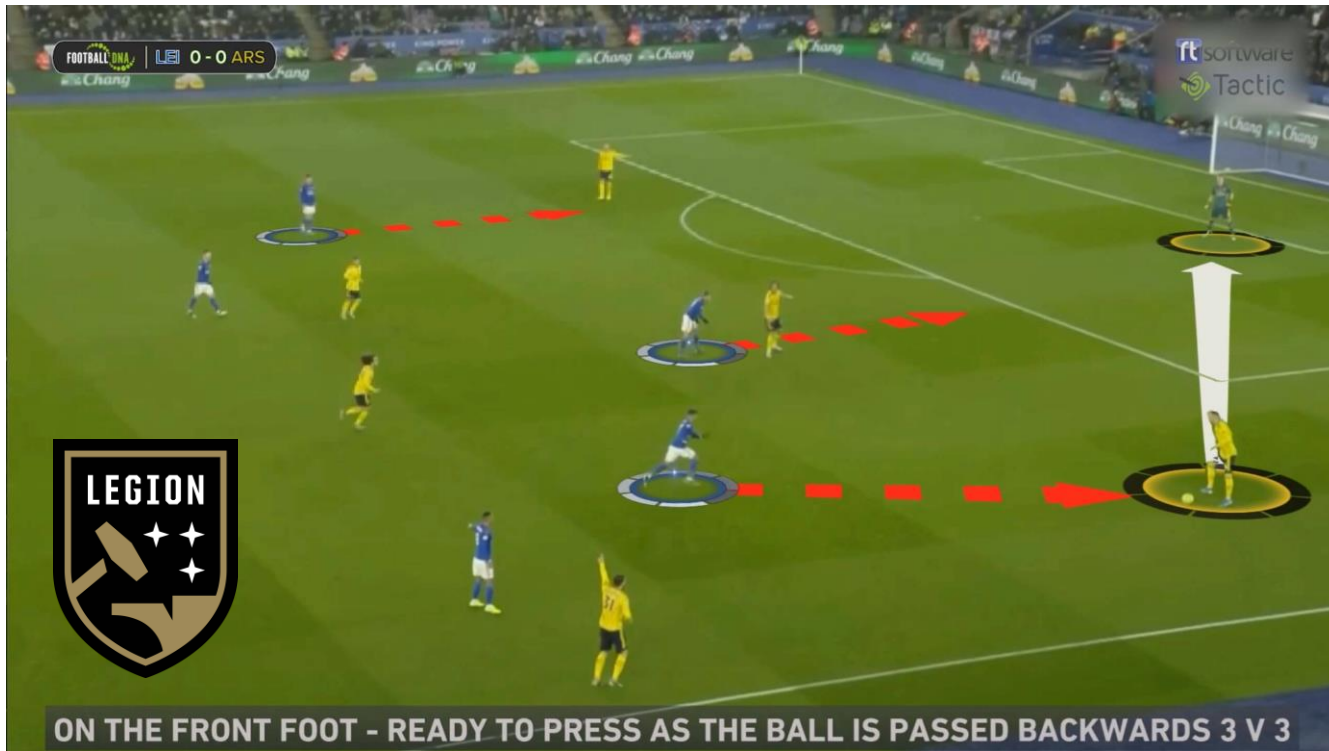


Providing Analytics Support for 16 Professional, College, & High School Teams

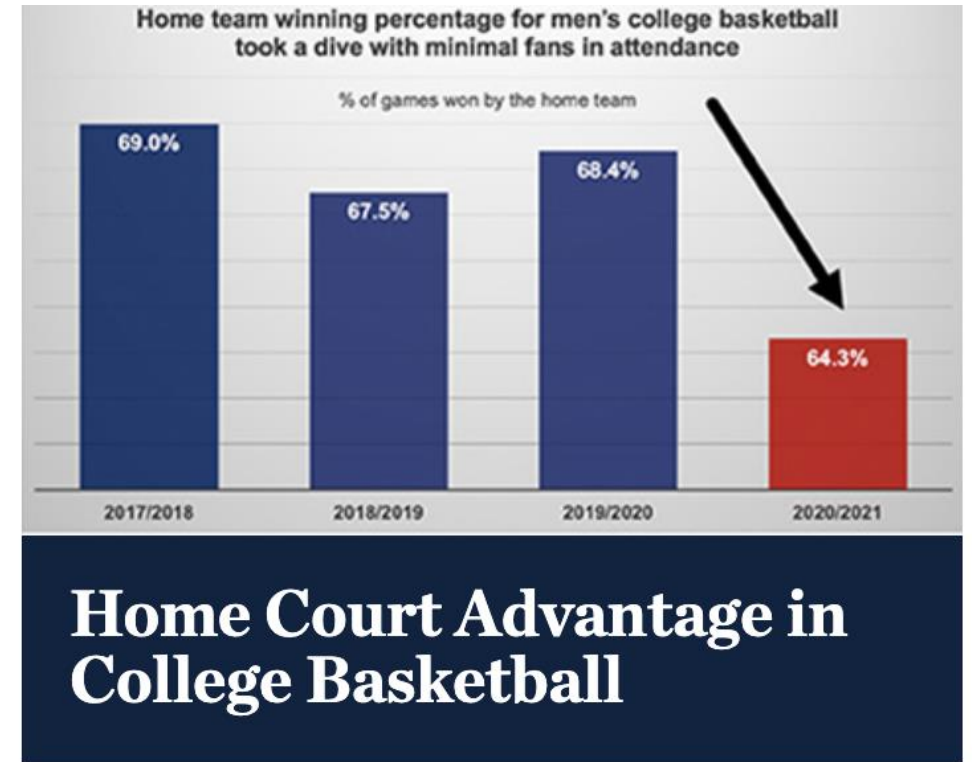
Samford Football	Samford Soccer
Samford Baseball	Samford Women's Basketball
Samford Volleyball	Samford Men's Basketball
Samford Golf	Samford Tennis
Samford Softball	Legion F.C.
Cambridge United F.C.	Birmingham Squadron
UAB Baseball	UAB Volleyball
BSC Soccer	VHHS Football

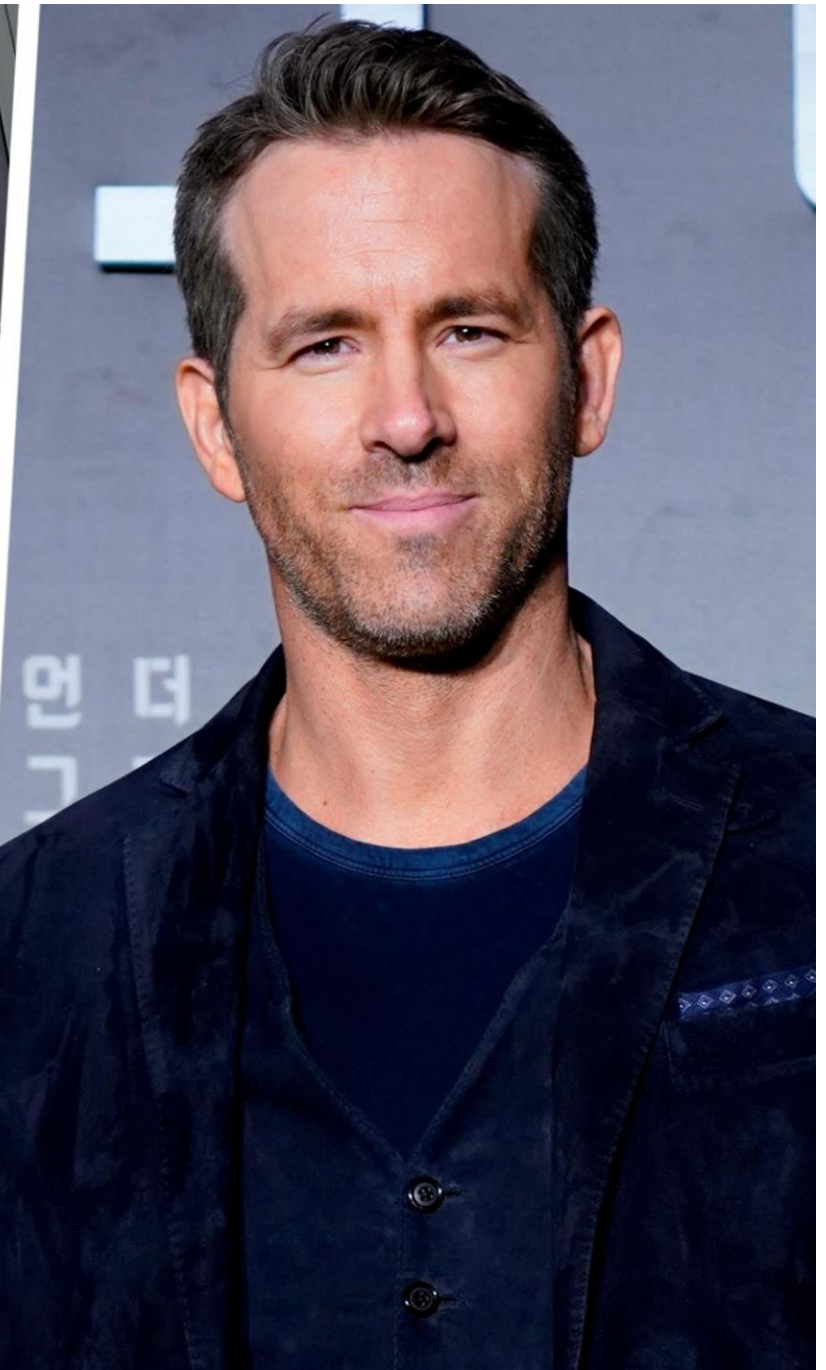
Answering Important Sports Strategy Questions

Strategy Study Leads to Record Number of Goals for Professional Soccer Team



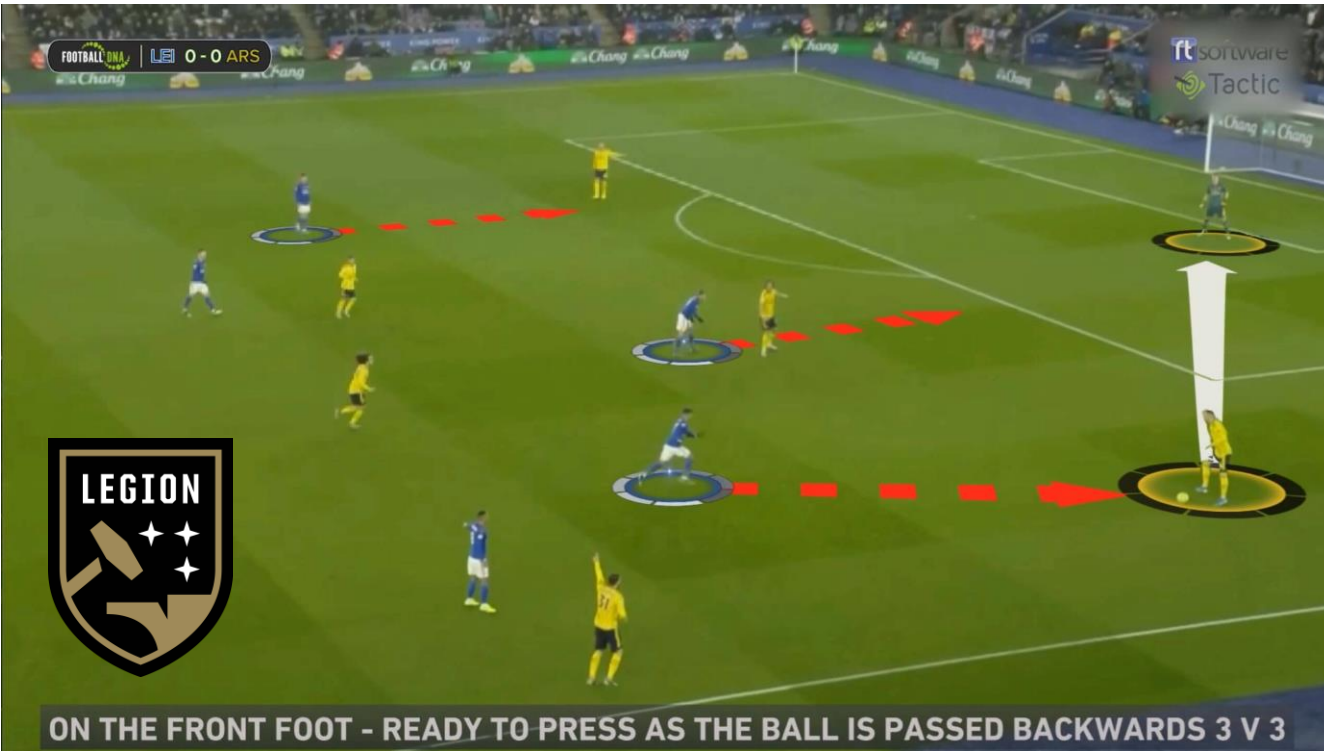
Basketball Study Gains National Attention on ESPN Radio



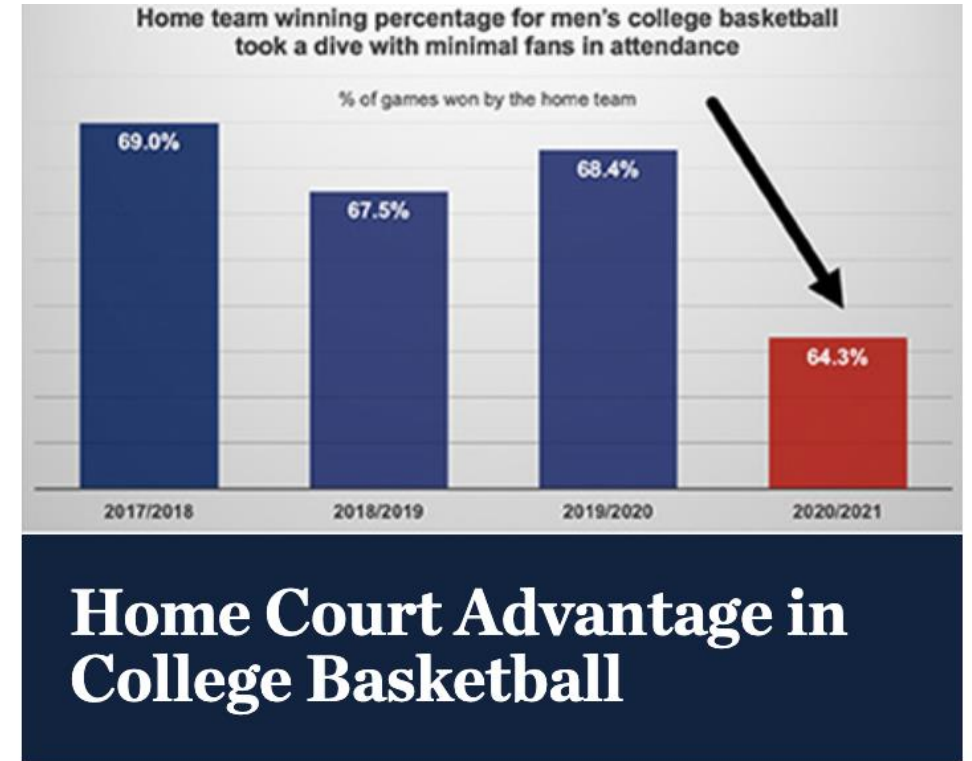


Answering Important Sports Strategy Questions

Strategy Study Leads to Record Number of Goals for Professional Soccer Team



Basketball Study Gains National Attention on ESPN Radio



#1
Business Analytics



#2
Performance Analytics
(aka Moneyball)



#3
Sports Science
Analytics



Project SAMson receives \$1 million grant for athletics data

by News Department — October 18, 2021 in News

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Photo courtesy of Alora Griffiths on Unsplash.

Project SAMson: A Unique Partnership

Samford University
Center for Sports Analytics

 **ANDREWS**
Sports Medicine & Orthopaedic Center

ASMI



USA BASEBALL | **ASMI**
American Sports Medicine Institute

**MAKING THE GREAT GAME OF
BASEBALL EVEN GREATER!**

Help USA Baseball and ASMI conduct pitch count
research and shape future pitch count rules

Samford University
Center for Sports Analytics





READY TO WIN

Smartabase helps data-driven military and sports organizations optimize human performance and reduce injury by enabling better decision-making.



Professional
Sports



Military



Olympic
Committees &
NGBs



College
Sports



Public Safety



High Performance
Organizations

Producing Historic Athletic Success



Coaches, Athletes Credit Historic Athletic Success to Analytics





**Data-driven Performance
Leads to a Historic Season**

A HISTORIC SEASON

Celebrating a year of incredible success for Samford Athletics and its 17 Division I Teams

by Sarah Waller and Joey Mullins

Samford Athletics' 2022-23 season was one for the history books. With nine of its teams winning 11 Southern Conference championships, this achievement sets the record for most conference championships in a single season in Samford history.



BOX SCORE



35 ▶ **Samford** 9-1, 7-0



24 **Chattanooga** 7-3, 5-2

	1st	2nd	3rd	4th	F
Samford	7	21	7	0	35
Chattanooga	7	3	14	0	24

Game Recap: Football | 11.12.22

Samford Football Defeats Chattanooga To Claim First Southern Conference Championship Since 2013



Samford's Jermaine Marshall

Men's Basketball | 2/22/2023 10:14:55 PM

Samford clinches at least a share of first SoCon title



CHECK-IN NOW

7:56
30

ALL FOR SAN FORD

SOCON

SOCON

22

JAM

Samford wins 3 games in one day to claim SoCon baseball tournament title

Updated: May. 27, 2023, 7:18 p.m. | Published: May. 27, 2023, 5:31 p.m.





General | 5.31.23

Samford Athletics Celebrates Historic Season, Sweeps Southern Conference All-Sports Awards

THIS WEEK'S ISSUE

Street & Smith's
SPORTS BUSINESS JOURNAL
SEPTEMBER 4-10, 2023
VOLUME 26 ISSUE 22 • \$12.00

'23 To-Do List

- ✓ Black Friday game
- ✓ Super Bowl in Vegas
- ✓ New Sunday Ticket home

Big Ideas

- Global Expansion
- College Partnership
- Identify risks
- Buy a sports league
- Book same hotel in Germany

2023 Season Preview Issue Pages 16-23

NFL Whiteboard
What might come next for the league that never stops conquering worlds

PGA Tour's media metrics scorecard shows steady round PAGE 6	U.S. Open finds a suite spot for record premium hospitality revenue PAGE 7	Lefton: Explaining the rise in sports marketing acquisitions PAGE 9	SBJ Tech: The small school using data to drive championships PAGE 12
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TURNKEYZRG Augusta National Golf Club
TURNKEYZRG & AUGUSTA NATIONAL GOLF CLUB PLACE
SENIOR MANAGER, TICKETING
316.885.1430 | TURNKEYZRG.COM
KACY HARMON

[VIEW WEEKLY ISSUE >](#)



Strokes gained: Media

The PGA Tour season saw steady business and media metrics as Saudi uncertainties loomed.



U.S. Open premiums

Working with Elevate, the USTA's high-end inventory at the U.S. Open is a smashing success.



Is there another option?

Networks are evolving and gravitating toward podcast and internet talent to host alternative telecasts.



Winning with data

Samford University's data-driven project has helped produce 11 championships in one season.

Future Goals

Samford University
Center for Sports Analytics

 **ANDREWS**
Sports Medicine & Orthopaedic Center

ASMI



USA | **ASMI**
BASEBALL | American Sports Medicine Institute

**MAKING THE GREAT GAME OF
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research and shape future pitch count rules

Samford University
Center for Sports Analytics



Keep Up With The Latest News



Samford University
Center for Sports Analytics



Edit profile

Darin White Ph.D. 📊 ⚽ 💰 🔒

@Sports_Biz_Prof

Executive director, center for sports analytics | Hall of fame college soccer coach |
Bush distinguished professor | [#SolaScriptura](#)

📁 Sports Business 📍 Birmingham, AL 🔗 samford.edu/business/direc...

🕒 Born August 8, 1967 📅 Joined September 2011

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