

*Damon Haley is Head of Sports Marketing at Troika, a brand experience company that provides integrated branding, design, and ad tech solutions that deepen fan engagement. He has extensive experience in executing integrated, go-to-market strategies and building strategic alliances for sports brands. Damon spent five years at Nike as a global brand consultant, working on business development, product launches, athlete tours, experiential activations, and content projects throughout North America, South America, China and Europe. Prior to that, he was Managing Partner at UMCA, where he led marketing initiatives for Nike athletes, including LeBron James and Kobe Bryant as well as Jordan Brand campaigns. Damon received his MBA at the University of Michigan's Stephen M. Ross School of Business and his BA in at University of California, Berkeley.*