

Amie Sheridan

CONTENT STRATEGIST

sports + technology

ABOUT

Amie is an entrepreneur, educator and writer who helps sports industry leaders achieve greatness with content. Using a combination of industry smarts and fun, relatable writing, she takes her readers on a light and entertaining journey into her world with an insider's view of the sports business and modern content marketing hacks. Before achieving founder status, Amie held business development roles at the National Hockey League and NBC Sports. She kicked off her writing career as a weekly contributor to Street & Smith's Sports Business Journal and teaches marketing courses at Saint Joseph's University. She is also a happy wife and proud mom of three.

INTERVIEW TOPICS

- Being a woman in the sports business
- Data-driven storytelling in sports & technology
- Marketing your brand with content that *serves*
- How to dominate as a niche consultant
- Investing in your personal brand

INTERVIEW QUESTIONS

- What is it like being a woman in sports and how has this evolved throughout your career?
- Why is data-driven storytelling so important for sports technology businesses?
- What is 'content that serves' and why is it so impactful as a marketing tool?
- What does it take to survive and thrive as a niche consultant in today's landscape?
- Why do you believe everyone should invest in their own personal brand?



CAREER STOPS

- Founder / Technically Sports
- Contributor / @SBJSBD
- Instructor / Saint Joe's University
- Director of Biz Dev / NBC Sports
- Account Exec / Saatchi & Saatchi
- eCommerce Manager / NHL

SOCIAL

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DEGREES

MS Ohio University 2012

BS Penn State University 2004

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