

 UJA ENTERTAINMENT, TECH & LIFESTYLE

GAME CHANGERS: NFTs IN SPORTS

JOIN US

Tuesday, April 12, 2022 • 6:00 pm ET • Virtual

NFTs, or non-fungible tokens, are all the rage right now. So how are they playing out in the sports industry?

Join UJA Sports For Youth for a panel discussion with leading executives, moderated by MLB's Kenny Gersh, about how the sports industry is paving the way in the NFT game.

Plus, hear about UJA's humanitarian response to the war in Ukraine, as well as our ongoing Covid recovery efforts.

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About Sports For Youth

Sports For Youth convenes executives from across the industry to bring the life-changing impact of participating in sports to kids of every age, athletic ability, and background throughout the five boroughs, Westchester, Long Island, and overseas. We even the playing field so that kids can participate regardless of the financial or physical challenges they might face. To learn more and get involved, contact [Maya Spector](#).

FEATURING



MAHA ABOUELENEIN

Managing Director and Founder, Digital & Savvy

Maha Abouelenein has nearly 30 years of global communications experience advising corporate giants, high-growth tech startups, top governments, and high-net-worth individuals. At Digital & Savvy, where she combines her passion for storytelling with her dedication to advising on all things related to Web3.0, Blockchain, and NFTs, she manages public relations for Gary Vaynerchuk of VaynerX. Maha is also the CEO and co-founder of Now Gaming.



SCOTT M. LAWIN

CEO/COO, Candy Digital, Inc.

Scott M. Lawin is CEO/COO of Candy Digital, Inc., a next-generation sports and culture digital asset platform. Before launching Candy, he founded Parametric, LP, a private investment and advisory firm focused on early-stage opportunities in fintech, construction tech, art, and real estate. Scott also served as COO of Moore Capital Management, Fortress Investment Group, and Goldman Sachs Ventures. He serves on the Boards of Art Money, Hudson River Park Friends, and the MIT Department of Architecture Advisory Council.



MICKEY MAHER

SVP of Platform and Blockchain Partnerships, Dapper Labs

Mickey Maher, as the SVP of Platform and Blockchain Partnerships at Dapper Labs, is responsible for all partnerships involving the Flow Blockchain or Dapper Wallet, aiming to expand the company's open ecosystem partnerships in content, entertainment, gaming, music, fashion, talent/influencer, payments, and more. Mickey has also worked for Unity Technologies, Applifier, Sometrics, and Upsight, where he contributed to their revenue growth.

ADRIENNE O'KEEFFE

Vice President, Global Partnerships & Media, National Basketball Association

Adrienne O'Keeffe leads the NBA's gaming and digital assets team, driving revenue through video game and virtual goods licensing



partnerships for the NBA, WNBA, and NBA G League globally. She has led the formation and launch of NBA Top Shot, the league's NFT platform. Prior to joining the NBA, Adrienne worked in Partnerships and Business Development at Foxrock Partners.

MODERATOR



KENNY GERSH

Executive Vice President, Business Development, Major League Baseball

Kenny Gersh has been with Major League Baseball for 15 years. He currently runs the league's business development efforts and oversees new and emerging media opportunities, sports betting strategy, and minor league business operations.

Questions?

Contact Maya Spector at spectorm@ujafedny.org.

UJA is on the ground with our partners responding to the crisis in Ukraine.

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