

Scott Myers



Scott Myers is the CEO and Executive Director for the Alabama Sports Hall of Fame. He played football at and graduated from Samford University with a business management degree. Since then, he has been the general manager of the Birmingham Bulls of the East Coast Hockey League and owned the Birmingham Steeldogs.

Myers has now been the Executive Director for 16 years at the ASHOF.

Gaines B. Johnson

Gaines B. Johnson is the President and Founder of the World Baseball League, a startup that brings the sport of baseball and fun of performance together for an exciting experience. Johnson, a 2009 Samford grad, went on to the University of Virginia where he received his MBA. Gaines has a wide variety of experience, including work at the White house and the U.S. Treasury. He has been a teacher, led strategy teams, and has been a consulting partner among other things with AB Consulting Group. This has given him a wide range of skills, making him well versed in almost anything he decides to put his mind to.



Oscar Monnier

Oscar Monnier serves as Director of NIL for 3 Strand Sports & Entertainment. Prior to joining 3 Strand S&E, Mr. Monnier directed transfer portal operations and coordinated high school recruiting efforts for nearly a decade at Power 4 schools across the country including Texas A&M, Oregon, Duke, Stanford, and his alma mater Northwestern. In his first year on the agency side, Mr. Monnier oversaw placements and contract negotiations which yielded \$11.78 million in NIL deals for 3 Strand clients.

Matthew Bennett



Matthew Bennett is an MLB analyst for the St. Louis Cardinals. He played baseball for Samford University and graduated in 2019 with a bachelor's degree in economics. Matthew went on to Vanderbilt University where he got his master's degree in leadership and organizational performance. Bennett previously worked for the Tampa Bay Rays organization for nearly three years in the baseball and player development departments.

Kason Gooch



Kason Gooch began his career at the University of Mississippi, where he received a bachelor's degree in business administration. Kason began as a sales trainee at the MLS National Sales Center, where he gained experience in important skills including sales, customer service, and leadership. Gooch then moved to Legion FC where he worked five years as the Director of Ticket Sales and then VP of Ticket Operations and Member Services. From here, he became the Touring Manager at Eventellect.

Dr. Brandy F. Gibson

Dr. Brandy Frances Gibson is a former Marketing & Communications Executive in Corporate America. A former fashion model/designer, PR Fashion Agent & Consultant for 24 international fashion designers in the former International Center of Apparel Design in GreekTown, Detroit, MI that catered to celebrity clients; Gibson has a vast network of high priority clients. She wrote a successful book called "The Uncommon Women of



Faith in The Marketplace”, and her firm helps clients in fashion in the NFL, NBA, and USFL. She is currently the president of BFG & Associates, LLC.

Will Cavanaugh



Will is a 2015 graduate of Samford University where he majored in Economics with a Concentration in Sports Marketing. In his time at Samford, Cavanaugh worked for the Athletic Department and was team lead for the SEC Men’s Basketball project. Cavanaugh is currently the Director of Sports Audiences at Nielsen where he oversees audience analysis and media analytics for clients such as the NFL. In between stints at Nielsen, Cavanaugh worked for the Sports Business Journal Atlas as a Market Analyst. He also holds his master’s in data science from Northwestern University.

Brooke Jenkins Stuckey



Brooke Stuckey has been the marketing events manager for Amegy Bank since 2023. Brooke graduated from Samford University with a bachelor’s degree in marketing with a concentration in sports and professional sales in 2018. In her time at Samford, Brooke interned with the Houston Astros, Atlanta Falcons, Rawlings Sporting Goods and Samford Athletics. These experiences led Brooke to receive a job offer from the Houston Texans, where she went on to become Senior Marketing Coordinator. Dr. Darin White, Executive Director of the Center for Sports Analytics says, “With her experience, she is a huge asset to any team or company that she works for.”

Ben May

A longtime friend of the program, Ben May is a 12-year veteran as the Executive Director of Sports Brand Solutions for the SEC Network (an ESPN affiliate). Before his time with the SEC Network, Ben worked 7 years for Raycom Sports as the Director of Sales, and 5 years with SEC IMG Sports Marketing. Ben is a 1982 graduate of the University of Georgia where he majored in Journalism.

J.I. Halsell



J.I. Halsell serves as Executive Vice President of Client Compensation for 3 Strand Sports & Entertainment. Widely regarded as one of the industry's preeminent authorities on the NFL Salary Cap and player contracts, Mr. Halsell has the unique distinction of having provided expert consultation on player contracts and the salary cap for NFL Management Council and Washington Commanders before joining the agency side. Mr. Halsell possesses the extraordinary ability to research, analyze, and dissect NFL player contracts from a multitude of angles while assessing the strengths and weaknesses of deal structures and cash values. Prior to joining 3 Strand, Mr. Halsell consulted on second contract negotiations for some of the game's biggest stars including Odell Beckham, Jr., Russell Okung, and Joe Haden.

Jacob Carlisle

Jake Carlisle is an accomplished sports marketing leader with extensive experience in the sports and entertainment industry. Currently serving as Senior Director of Sales of NASCAR for the Southeast region, Jake brings a proven track record in ticketing operations and sponsorship.

Prior to his current role, Jake built a strong foundation at Talladega Superspeedway, where he served as Senior Director of Ticketing for two years after a promotion from Director of Ticketing. His career also includes positions at MetaPack Group as a Carrier Relationship and Onboarding Specialist, SimplePart as a Business Development Specialist, and the Georgia Dome as Assistant Ticket Office Manager.

Based in Talladega, Jake continues to leverage his expertise to contribute to the growth and success of NASCAR's ticketing, sales and sponsorship operations.

Joey Ferraiola



“Football analytics is simply information — collected, processed, and presented — to empower decision-makers to make smarter choices in a more efficient manner. It’s not about replacing intuition or experience, but enhancing them with precise, data-driven insights that streamline and strengthen the decision-making process.”

Joey Ferraiola serves as the Director of Football Analytics for 3 Strand Sports & Entertainment. A 2023 Big Data Bowl Finalist, Mr. Ferraiola has been recognized by the NFL for his innovative and groundbreaking ideas for leaguewide application of player tracking data. Prior to joining 3 Strand, Mr. Ferraiola innovated the game of football for Next Gen Stats by analyzing leaguewide data trends for NFL teams, executives, coaches, and broadcast networks. He has also consulted for the Philadelphia Phillies, Los Angeles Rams, and Tampa Bay Buccaneers in his career.

Bob Anderson

Bob (“Ando”) Anderson, M.Ed. serves as the Director of Mental Performance & Emotional Intelligence for 3 Strand Sports & Entertainment. A former combat veteran and Army Ranger, over the course of his decorated career, Ando has worked closely with professional, Olympic, and collegiate athletes, senior military leaders, and corporate executives to maximize job (and athletic) performance through poignant and powerful assessments, programs, and processes designed to bolster emotional intelligence and strengthen mental resiliency.



Michael Emert



A native of Florida, Michael began his sports career with UAB Athletics Learfield division as an Account Executive. After he took his leave from Learfield in 2018, he briefly served as the Director of Ticket Sales at Legion FC in October of 2018. He then was promoted to the Director of Sales and Service, where he ultimately became Vice President of Sales and Service until 2022. Michael then worked for the SEC where he held the position of Assistant Director of Ticket Operations until January of 2025. Michael now holds the position of Senior Manager of Eventellect, a company that delivers a unified ticketing strategy to professional sport teams and colleges.

Samford Sports Analytics Panel

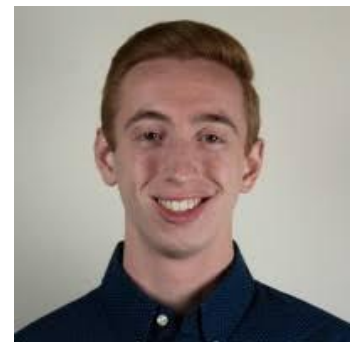
Sydney Hernandez



A native of Cumming, GA and a 2025 Samford Grad, Sydney Hernandez is currently employed as a scouting analyst for the Atlanta Braves. During her time at Samford, Sydney worked 4 years with Samford Baseball, learning the trackman system. She did multiple internships, including one for the Cape Cod League and also the Chicago Cubs.

Luke Sortino

Sortino, born and raised in Alabama grew up with a love for college football. A 2024 graduate of Samford, he now works in his dream sport with the University of Arkansas Athletics Department as a Financial Analyst. During his time at Samford, Luke competed on the National Sports Forum Case Cup Competition Team, did an internship with Blazer Sports Properties, and worked multiple events including Talladega and the Honda Indy Grand Prix of Alabama.



Austin Streitmatter



Streitmatter is a 2023 Finance Graduate of Samford University with a Concentration in Sports Analytics. Austin received a job out of college working with the Minnesota Vikings. A native of Florida, Austin escaped the cold and returned to the sunshine state to accept a job as Analyst – Strategy and Insights with the PGA Tour in Ponte Vedra Beach. In his free time, Austin loves to talk about the Lord and run regressions.

Noah Haworth

A native of Franklin, Tennessee, Haworth is a 2024 graduate of Samford University where he majored in Economics. Haworth continually gained experience while at Samford working multiple internships with companies such as Fox Sports and the Dallas Stars. Noah also competed in the National Sports Forum Case Cup Competition. Haworth now works in his dream job as a Data Steward for the Tennessee Titans.

