

TRSM's new Ted Rogers MBA Sport Business Stream



Brian Cooper

Chair

Executive-in-Residence, Sport Business at TRSM; CEO of MKTG



Dr. Cheri L. Bradish

Academic Lead

Loretta Rogers Research Chair in Sport Marketing and Chair, Marketing Management at TRSM

MEET OUR WINNING TEAM



Alyson Walker

Vice-President, Brand Partnerships, Bell Media



Cliff Grevler

Senior Partner and Managing Director, Boston Consulting Group



Jeff Deline

Chief Revenue Officer, MLSE



Johann Koss

President, Waratah Impact; Founder, Right To Play; Four Time Olympic Gold Medalist



John Harper

Chief Operating Officer, LA 2028



Scott Moore

Former President, Rogers Sportsnet and NHL Properties



Stacey Allaster

Chief Executive Professional Tennis, United States Tennis Association



Troy Ewanchyna

Founder, U.S. Eh Media

Our all-star steering committee is helping us prepare students for what the industry wants. Together, we're drafting the next generation of sport business leaders.

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