





NBPA
PERFORMANCE
SUMMIT
 @ THE SANCTUARY

The NBPA Performance Summit is a premier two-day event focused on the latest advancements in performance and technology. The conference will feature expert-led workshops, interactive demonstrations, and thought-provoking discussions from the players themselves, as well as some of the top sports scientists, technology experts, and industry leaders. They will all share insights into the latest innovations in sports performance, training, and recovery.

Dates: 18-20 July, 2023

NBPA Performance Summit - Speakers and Bios

	<p>Sebastian Lancestremere <i>Sports Industry Managing Director, Microsoft & President, Global Sport Innovation Center (GSIC)</i></p> <p>Bio: Sebastian Lancestremere is an experienced IT executive with 25 years at Microsoft and startups. Sebastian is accomplished in establishing business units, expanding market share, and leading strategic projects. He has expertise in digital transformation and leveraging technology for organizational success and positive societal impact.</p>
	<p>Raúl Peláez <i>Founder & CEO, Ailite</i></p> <p>Bio: Renowned football analysis specialist Raúl Peláez revolutionized the field with his expertise in technology, innovation, and knowledge management. He played a key role in FC Barcelona's advancements and is highly regarded in professional football. Raúl provides actionable insights to coaches through data contextualization. His passion for personalized solutions and expertise in knowledge and intelligence make him an invaluable asset to the industry.</p>
	<p>Keith D'Amelio <i>Director of Performance, Nike</i></p> <p>Bio: Keith D'Amelio is a uniquely qualified professional with a PhD in applied sports science and extensive experience in elite sports and corporate environments. He has worked with top teams and athletes worldwide, combining performance optimization, technology, and human performance innovation. His broad background allows him to make impactful connections, leveraging his understanding of elite sports organizations and insights from beyond the sports world.</p>
	<p>Esteban Granero <i>CEO, Olocip</i></p> <p>Bio: Esteban Granero is also the founder of Olocip, an AI-focused company recognized for its scientific rigor. He is also an accomplished football professional with a decade of experience in top leagues and significant achievements. Esteban has received awards for promoting research and innovation, and he holds strategic positions in leading sports organizations and associations.</p>



Ndamukong Suh

Super Bowl Champion, NFL Pro-Bowler & VC Entrepreneur

Bio: Ndamukong Suh is a versatile individual, excelling as an engineer, professional football player, entrepreneur, and investor. He has a successful NFL career, played for various teams, and won a Super Bowl championship. Suh is involved in multiple business ventures, including managing an investment portfolio, owning restaurants, investing in hospitality and real estate, and supporting philanthropic initiatives. He attended the University of Nebraska-Lincoln and resides in Tampa, FL with his family.



Jerome Adams

20th US Surgeon General & Executive Director of Purdue's Health Equity Initiatives

Bio: Dr. Jerome Adams, former U.S. Surgeon General, is now the Executive Director of Health Equity Initiatives at Purdue University. He is an expert in health communication, anesthesiology, and public health. He led Indiana's response to health crises and played a vital role in combating the opioid epidemic. Dr. Adams oversaw the Public Health Service Commissioned Corps and managed responses to hurricanes and the COVID-19 pandemic.



Benoit Ammann

Senior Manager of Sport Technology and Analytics and High-Performance Programs, Saudi Olympic Committee

Bio: Benoit Ammann is a technology and analytics expert who joined the Saudi Olympic Training Centre (SOTC) to optimize human performance through technology. He previously implemented athlete data management systems in Singapore and developed computer vision initiatives, partnering with major technology companies. Benoit has a track record of setting up high-performance technology programs and providing performance analysis for Olympic teams, gathering performance intelligence for thousands of athletes and coaches.



Vin Gupta

Chief Medical Officer, Amazon Health; Medical Analyst, NBC News; Major, US Air Force Medical Corps

Bio: Dr. Vin Gupta is a pulmonologist serving as the Chief Medical Officer of Pharmacy and New Health Initiatives at Amazon. He has held roles at Apple Health and advised companies like Thermo Fisher Scientific and the NFL. He is an affiliate professor, a Major in the Air Force Medical Reserve Corps, and a medical analyst for NBC News. Board-certified in Internal Medicine, Pulmonology, and Critical Care Medicine.



Kavita Patel

Venture Partner, New Enterprise Associates & Former Director of Policy for the White House under the Obama Admin., Former Deputy Staff Director to Sen. Edward Kennedy

Bio: Dr. Kavita Patel is a physician and policy expert based in Washington DC. As a Venture Partner at New Enterprise Associates, she advises healthcare companies. She previously served in the White House and worked with Senator Kennedy on healthcare reform. Dr. Patel is recognized for her research on healthcare quality and mental illness interventions. She has authored papers on health policy and is an NBC/CNBC contributor.



Marilou McFarlane

Founder and CEO, Women in Sports Tech (WiST)

Bio: Marilou McFarlane is the CEO of Women in Sports Tech (WiST), a non-profit organization driving diversity and inclusivity in the sports tech industry. WiST offers initiatives and internship programs, engaging with corporate partners and building a community of over 100,000 professionals and students. Marilou has extensive experience in sports tech, leading startups and supporting founders globally. She is a former athlete and resides in California with her family.



Alysse Soll

CEO, Underdog Advisory & Chair, Women in Sports Tech (WiST)

Bio: Alysse Soll is the CEO of Underdog Advisory, focusing on investing and advising sports tech startups. With extensive experience in the NHL and as the President of NewModel Advisory, she is dedicated to supporting female and BIPOC founders. Alysse is recognized as a Power Player in Sports Technology and serves on multiple non-profit and corporate boards. As an angel investor and mentor, she actively contributes to the sports tech ecosystem. Alysse is a Cornell and Harvard Business School graduate.



Andrew Hawkins

President and Co-Founder, StatusPRO

Bio: Andrew "Hawk" Hawkins is the President and co-founder of StatusPRO, a venture-backed sports tech company. With a background in the NFL and consulting for NBA and NFL teams, he developed the first-ever NFL Virtual Reality video game. Hawk is an experienced on-air talent and entrepreneur, focused on democratizing the athlete experience through innovative software simulations.



Sophie Gage

Vice President of Business and Legal Affairs, NFL Players Association

Bio: Sophie Gage is the VP of Business and Legal Affairs for NFL Players Inc., overseeing corporate transactions, licensing, and strategic investments. She has negotiated significant deals with major partners and leads business development and growth initiatives. Sophie is also involved in health and safety efforts and serves on the boards of Play Like a Girl! and Notable Live.



Robby Sikka

Chair, COVID Sports and Society Workgroup

Bio: Dr. Robby Sikka is a board-certified anesthesiologist, founder of SMART, and innovator in healthcare and sports analytics. He has worked with professional sports teams, developed AI-enabled software, and published research on injury prediction and rehabilitation. He is a team physician for the New York Yankees and Denver Broncos and has consulted for NBA teams. Dr. Sikka has also contributed to technology companies and holds honors from prestigious institutions.



Mark Gorski

CEO, Sports Data Labs

Bio: Mark Gorski is the Co-Founder and CEO of Sports Data Labs, a leader in real-time human data collection and analysis. He has pioneered athlete data commercialization and worked with global sports organizations. Mark's published research, patents, and senior roles in sports media and data rights have earned him recognition as a top executive. He is a graduate of the University of Michigan and Case Western Reserve University School of Law.



Benny Bonsu

Global Sports Leader in Media and Business

Bio: Benny Bonsu is a trailblazing sports media professional, currently serving as Director of Daily Content at Olympic Channel Services. She has achieved historic milestones, including being the UK's first female sports editor. With an impressive portfolio and numerous accolades, Benny is respected for her charismatic journalism and commitment to diversity. Benny's non-profit work empowers communities and amplifies athletes' voices.



Eyal Eliakim

Co-Founder and CTO, Zone7

Bio: Eyal Eliakim is a Co-Founder and CTO of Zone7, bringing his expertise in data science and performance analysis in the sports industry. With a background in information technology and experience at Salesforce and Hapoel Katamon Jerusalem, he co-founded Zone7 in 2017.



Andre Iguodala

4x NBA Champion. GP Mastry Ventures. NYT Best Selling Author. Jumia Board Member. Co- Founder of Point Forward Podcast.

Bio: Andre Iguodala, a successful NBA player, entrepreneur, and investor, has excelled in basketball, winning championships and earning accolades. He has also made significant investments in various companies and co-founded The Players Technology Summit. Andre is a thought leader and bestselling author, known for his defensive prowess and co-hosting the Point Forward podcast.



Evan Turner

Former National College Player of the Year & Consensus First Team All-American. Former Big-10 Player of the Year & Most Outstanding Player. 2nd Overall Pick in 2010 NBA Draft. Co-Founder of the Point Forward Podcast.

Bio: Evan Turner, former NBA player and assistant coach, is a successful investor with a diverse portfolio. He co-hosts the Point Forward podcast with Andre Iguodala. Evan is committed to philanthropy in his hometown of Chicago.



Iris Córdoba Mondéjar

General Manager, Global Sports Innovation Center (GSIC) powered by Microsoft

Bio: Iris Cordoba is a highly accomplished professional with expertise in entrepreneurship, cultural industries, and sports innovation. She has established and led successful initiatives, including the Plataforma del Español and the Global Sports Innovation Center. Iris is recognized for her contributions to the sports industry and has received numerous accolades for her leadership and innovation.



Patrick Moodie

Founder, DARI Motion

Bio: Patrick Moodie is a leading expert in technological musculoskeletal health with extensive experience in medicine, athletics, and wellness. As the founder of DARI Motion, he translates scientific knowledge into innovative tracking technologies and data insights, promoting motion health awareness globally.



Steijn Spreij

Manager of Performance Analysis & Technology, KNVB

Bio: Steijn Spreij is an experienced Performance Analyst in field hockey and football. He has worked with top clubs and national teams, including the Dutch national team, utilizing video, data, and technology for match analysis and player monitoring. Currently, he manages the Performance Analysis and Technology department while continuing to analyze performances for the Dutch national team.



Jose Maria Arrabal

General Secretary for Sport, Regional Government of Andalusia

Bio: Jose María Arrabal is a highly experienced professional in business development and sports management, currently serving as the General Secretary for the Regional Government of Andalusia. With a strong background in La Liga and Malaga C.F., he brings strategic leadership and expertise to shape sports policies and initiatives in Andalusia.



Jose Calderon

Special Advisor, Cleveland Cavaliers

Bio: Jose Calderon is a decorated NBA player, Olympic medalist, and UNICEF Ambassador. He serves as a Special Advisor to the Cleveland Cavaliers, a Global Advisor at Sngular, co-founder of Owqlo, and a talk show host.



Dídac Lee

Co-Founder, Galdana Ventures




Bio: Dídac is a successful entrepreneur, tech investor, and former FC Barcelona board member. He co-founded Galdana Ventures, a top-performing VC fund, and has invested in leading Spanish startups. With honors and achievements in his career, he is multilingual and enjoys adventure sports.



Jonas Baer-Hoffmann

General Secretary, FIFPRO

Bio: Jonas Baer-Hoffmann is the General Secretary of FIFPRO, representing professional footballers worldwide. He has achieved significant advancements in player rights and negotiations, including improved contracts, maternity regulations, and equal conditions for women players. He leads discussions on player data rights and collaborates with FIFA and other stakeholders.

	<p>Hasim Ay <i>Head Physiotherapist, Turkish National Basketball Team</i></p> <p>Bio: Hasim Ay is a renowned expert in sports injury prevention and performance enhancement. With a unique blend of physical medicine and movement science, he has achieved remarkable success in Turkish basketball and is now a sought-after consultant for European soccer teams and NBA players.</p>
	<p>Antonio Cacorino <i>CEO, APEX Capital</i></p> <p>Bio: Antonio, CEO of APEX, is a finance professional turned entrepreneur. With a background in banking, he founded APEX to empower athletes as investors. In just two years, APEX has made 14 investments and partnered with over 70 athletes, establishing a strong presence in the sports industry.</p>
	<p>Brian Moore <i>Co-Founder & CEO, Orreco</i></p> <p>Bio:</p> <p>Dr. Brian Moore is a renowned sports scientist and CEO of Orreco. With extensive experience in applied sports science, he has worked with top athletes and professional sports teams worldwide, providing data-driven analytics to enhance performance, recovery, and career longevity.</p>

For more detailed information on speakers, please visit sanctuary.nbpa.com/

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NBPA Performance Summit – Schedule

Wednesday, July 19th

10:00 – 10:15: Opening Remarks | The Sanctuary’s Origin and Vision

Description: Join us for an enlightening session as we delve into the roots and aspirations of The Sanctuary. This gathering marks a significant moment in our journey towards fostering community, well-being, and inclusivity.

Speakers:

- Matteo Zuretti: Chief International Relations and Marketing Officer, NBPA
- Jose Maria Arrabal: General Secretary for Sport, Andalusia

10:15 – 10:55: High Performance in the Modern Athlete | Tech, Data, and Commercialization

Description: Discover how technology, data, and commercialization are revolutionizing athlete training, competition, and fan experiences. Join industry experts as they discuss the latest innovations, data-driven insights, and strategies for success in the modern sports landscape.

Moderator:

- Benny Bonsu: Director of Daily Content, Olympic Channel Services

Panelists:

- Jonas Baer-Hoffmann: General Secretary, FIFPRO
- Jose Calderon: Special Advisor, Cleveland Cavaliers
- Sebastian Lancestremere: Sports Industry Managing Director, Microsoft & President, Global Sport Innovation Center (GSIC)

11:10 – 11:30: AI in High Performance Sports – A Practical Approach

Description: *Explore how AI technologies are transforming data analysis, driving better insights, and empowering decision-making. Discover real-world case studies, explore ethical considerations, and unlock the power of AI in unleashing the full potential of your data.*

Speaker:

- Eyal Eliakim: Co-Founder and CTO, Zone7 AI

11:30 – 11:50: Break**11:50 – 12:30: Revolutionizing Athlete Performance with AI**

Description: *Improving Athlete Health and Safety with AI - How can AI and machine learning be used to identify and prevent potential injuries before they occur, as well as aiding in optimizing recovery, helping athletes bounce back stronger than ever.*

Moderator:

- Dr. Robby Sikka: Chair, COVID Sports and Society Workgroup

Panelists:

- Esteban Granero: CEO, Olocip AI
- Eyal Eliakim: Co-Founder and CTO, Zone7 AI
- Raul Pelaez: CEO, Ailite

12:30 – 12:50: Fireside Chat with Dr. Jerome Adams

Description: *Join us for an exclusive fireside chat with Dr. Jerome Adams, renowned physician and former Surgeon General of the United States. Gain invaluable insights from Dr. Adams as he shares his expertise and experiences. Discover the secrets behind optimizing health and well-being and overcoming challenges in pursuit of excellence.*

Moderator:

- Benny Bonsu: Director of Daily Content, Olympic Channel Services

Speaker:

- Jerome Adams, 20th US Surgeon General & Executive Director of Purdue's Health Equity Initiatives

12:50 – 13:50: Lunch**13:50 – 14:10: Use of Performance Data for Game Analysis and Scouting**

Description: *Join us for an immersive presentation where Steijn Spreij shares his profound experiences and unravels the secrets behind achieving peak performance in the realm of athletics. From cultivating a winning mindset to honing your skills and pushing your limits, this panel offers a captivating exploration of what it takes to excel in competitive sports.*

Speaker:

- Steijn Spreij, Manager of Performance Analysis & Technology, KNVB

14:10 – 14:30: Creating Anti-Fragile Athletes

Description: Discover the key to unlocking peak performance as our panel of experts dives into the concept of building anti-fragile athletes. Learn how resilience, adaptability, and a growth mindset can empower athletes to excel under pressure and bounce back stronger. Join us to uncover the strategies that create high-performing athletes who thrive in the face of challenges

Speaker:

- Hasim Ay, Head Physiotherapist, Turkish National Basketball Team

14:30 – 15:10: Preparing for Peak Performance

Description: Discover the secrets behind achieving peak performance and gain valuable insights from leading industry experts as they discuss their approaches to high-performance programs, athlete monitoring, performance analysis, and more.

Moderator:

- Inigo Bonilla, Strategic Alliances & Business Development Director, GSIC powered by Microsoft.

Panelists:

- Benoit Ammann: Senior Manager of Sport Technology / Analytics and High-Performance Programs, Saudi Olympic Committee
- Hasim Ay: Head Physiotherapist, Turkish National Basketball Team
- Bismack Biyombo: NBPA Executive Committee Member, Oklahoma City Thunder Player

15:25 – 15:45: Personal Health Data: The Power to Empower

Description: Discover how harnessing the power of data can revolutionize athlete performance, well-being, and recovery. Explore the latest biofeedback and data analytics advancements that enable athletes to gain valuable insights into their physiology, optimize training regimens, and make informed decisions for peak performance.

Speaker:

- Mark Gorski: CEO, Sports Data Labs

15:45 – 16:25: Personal Health Data Panel | The Power to Empower

Description: Delve into the ethical and legal considerations surrounding performance data, including athlete-generated data and insights derived from advanced analytics. Gain valuable perspectives on data ownership, privacy, and the implications for athletes, teams, and sports organizations.

Moderator:

- David Foster, Deputy Legal Counsel, NBPA

Panelists:

- Mark Gorski: CEO, Sports Data Labs
- Jonas Baer-Hoffmann: General Secretary, FIFPRO
- Sophie Gage: Vice President of Business and Legal Affairs, NFL Players Association

16:25 – 17:05: Precision Medicine in the Digital Age

Description: Join our expert panel as they explore how precision medicine, fueled by advanced technologies and data analytics, is revolutionizing healthcare by empowering patients and improving outcomes.

Moderator:

- Dr. Robby Sikka: Chair, COVID Sports and Society Workgroup

Panelists:

- Dr. Vin Gupta: Chief Medical Officer, Amazon Health; Medical Analyst, NBC News; Major, US Air Force Medical Corps

- Dr. Kavita Patel: Venture Partner, New Enterprise Associates & Former Director of Policy for the White House under the Obama Admin., Former Deputy Staff Director to Sen. Edward Kennedy

17:20 – 18:20: Point Forward Podcast Live Session

Description: Prepare for an exhilarating live session of the Point Forward Podcast, featuring a special guest who embodies the essence of high performance. Join Andre Iguodala and Evan Turner as they engage in compelling conversations, sharing invaluable insights and strategies for unlocking peak performance in various fields. Learn from the best as they discuss the mindset, habits, and proven techniques that drive exceptional results.

Hosts:

- Andre Iguodala: 4x NBA Champion. GP Mastry Ventures. NYT Best Selling Author. Jumia Board Member. Co- Founder of Point Forward Podcast.
- Evan Turner: Former National College Player of the Year & Consensus First Team All-American. Former Big-10 Player of the Year & Most Outstanding Player. 2nd Overall Pick in 2010 NBA Draft. Co-Founder of the Point Forward Podcast.

Panelists:

- Donovan Mitchell: NBPA Executive Committee Member, Cleveland Cavaliers Player
- Jaylen Brown: NBPA Executive Committee Member, Boston Celtics Player

Thursday, July 20th

14:00 –14:20: Breaking Boundaries: Innovating Athlete Performance and Beyond in the International Sports Groundbreakers Challenge

Description: Join us for a panel discussion on the International Sports Groundbreakers Challenge (ISGC), an unprecedented open innovation initiative in the sports industry. Organized by the Global Sports Innovation Center powered by Microsoft and Sport Singapore, and supported by 13 global sports entities, this challenge seeks to inspire sports entities, companies, and startups to push the boundaries of what's possible in sports innovation. Through problem statements, ISGC addresses key pillars such as fan engagement, smart venues, athlete performance, sustainability, and sport for good. During the presentation, we will specifically explore the challenges and cutting-edge solutions related to athlete performance, leveraging technology to optimize training and enhance overall performance.

Speaker:

- Iris Cordoba: General Manager, Global Sports Innovation Center (GSIC) powered by Microsoft

14:20 –14:40: Similarities between Entrepreneurship and Professional Sports

Description: Explore the powerful parallels between entrepreneurship and professional sports in this captivating panel. Discover shared principles of goal-setting, risk-taking, resilience, and teamwork. Gain insights into strategies for success in both arenas.

Moderator:

- Benny Bonus: Director of Daily Content, Olympic Channel Services

Speaker:

- Didac Lee: Co-founder and Managing Partner at Galdana Ventures

14:40 –15:00: The Current and Future Landscape of Sport Tech Investment

Description: Join us for an exclusive presentation by Alysse Soll as she unveils the groundbreaking impact of sport tech investment on high performance. Discover how strategic investments in innovative technologies are reshaping athlete training, performance analysis, and sports science and gain valuable insights into the latest trends, success stories, and future opportunities that will drive the future of high-performance sports.

Speaker:

- Alysse Soll: CEO, Underdog Advisory & Chair, Women in Sports Tech (WiST)

15:00 –15:40: Talent to Co-Owners: The Synergy of Athlete-Investors

Description: Explore how athletes' firsthand knowledge of performance enhancement, market trends, and user needs enhances their investment decisions and amplifies their impact. Learn how athlete partnerships are driving innovation, propelling the growth of cutting-edge technologies, and creating winning scenarios off the court.

Moderator:

- Benny Bonsu: Director of Daily Content, Olympic Channel Services

Panelists:

- Alysse Soll: CEO, Underdog Advisory & Chair, Women in Sports Tech (WiST)
- Marilou McFarlane: Founder & CEO, Women in Sports Tech (WiST)
- Antonio Cacorino: Founder & CEO, APEX Capital

15:55 –16:15: Innovating The Way We Train with Virtual Reality Technologies

Description: Explore the Power of Immersive Technology in Athlete Development and delve into the transformative potential of virtual reality in sports training. Discover how athletes can enhance their skills, simulate realistic game scenarios, and push the boundaries of performance through immersive experiences.

Moderator:

- Que Gaskins: President, THINK450

Speaker:

- Andrew "Hawk" Hawkins: President and Co-Founder, StatusPRO

16:15 –16:55: Shaping The Future of High-Performance: Motion Capture

Description: How will advancements in motion capture technology shape the future of high-performance sports, and what new capabilities and features can we expect to see in the coming years?

Moderator:

- Dan O'Brien, Director of Sports Medicine & Research, NBPA

Panelists:

- Brian Moore: Co-Founder & CEO, Orreco
- John Kiely: Advisor at Movement Science Program, Orreco
- Patrick Moodie: Founder, DARI Motion

16:55 –17:35: Inside the Mind of a High Performer

Description: Discover the secrets behind achieving peak performance and gain valuable insights from elite athletes as they discuss their approaches to training, nutrition, mental conditioning, and more.

Moderator:

- Benny Bonsu: Director of Daily Content, Olympic Channel Services

Panelists:

- Ndamukong Suh: Super Bowl Champion, NFL Pro-Bowler & VC Entrepreneur
- Keith D'Amelio: Director of Performance, Nike

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NBPA Performance Summit – Retreat Activities

- **July 18th, 6 to 8 PM | Welcome Reception**

A Welcome Reception filled with networking, refreshing drinks, and delectable tapas inspired by the classic aperitivo tradition. This exclusive event welcomes all players, summit attendees and distinguished representatives from Andalusia.

- **July 19th, 8 to 9 AM | Olo Acoustic Body Workshop**

Led by the talented team at [Olo](#), this unique workshop will take you on a captivating journey where nature sounds, and acoustic music intertwine. Drawing inspiration from the principles of acoustic therapy, this workshop explores how sound vibrations can positively impact our bodies and minds. You will tap into a deep sense of body awareness and unlock your true potential through a carefully curated blend of immersive sound and somatic education on achieving physiological optimization, nervous system management, and instant meditation on demand.

- **July 19th, 7 to 9 PM | Performance on Par at the Driving Range**

A TopTracer challenge and open range at Chapparal Golf Club welcomes all players, summit attendees and partners, staff, and distinguished representatives from Andalusia.

- **July 20th, 9 to 11 AM | Rally & Rise: Morning Padel Sessions**

[Padel](#): Spain's equivalent of when tennis meets squash. Fully inclusive and instructed sessions that welcome all players, summit attendees and partners, staff, and distinguished representatives from Andalusia.

- **Available at all times: Player Lounge/Recovery Room**

A dedicated recovery room inclusive of physiotherapists, treatment staff and recovery equipment from our summit partners. Included are: [Starpool Zerobody Dry Float and Zerobody Cryo beds](#), [Shiftwave chairs](#), treatment beds, and more.

