THE DRAKE GROUP EDUCATION FUND
Realizing The Promise Of College Athletics

Webinar Series – Critical Issues in Collegiate Athletics
Hosted by
NIL Education --
Are Collegiate Athletics Programs Delivering?
Thursday, December 7, 2023 – 2:00-3:30 p.m. EST

MEET OUR PANELISTS

KASSANDRA RAMSEY, Esq., Moderator, is the founder of The Law Office of Kassandra Ramsey, P.L.L.C., assisting entrepreneurs, athletes, entertainers, and social media influencers with creating, operating, and protecting their businesses. Ramsey is the Sports Law Chair for the District of Columbia Bar's Arts, Media, Entertainment, and Sports Law Community and an advocate for college athletes' rights. She has written extensively on the name, image, and likeness (NIL) issue in college sports and has authored two e-books to assist current and prospective college athletes to advance their emerging NIL opportunities. She is passionate about educating athletes and their families on the ways college athletes may use these new opportunities to advance themselves for life after sports. Formerly, Ramsey served as the Compliance Assistant for the University of Maryland, College Park Athletics Department. She received her Bachelor of Arts in Political Science from Virginia State University and her J.D. from Howard University School of Law.

ANTONIO BANOS, M.Ed., Instructor, Associate Director, Institute for Entrepreneurship and Innovation, Neeley School of Business, Texas Christian University. Banos is leading the new Entrepreneurial NIL class as well as the cross-campus NIL initiative, a partnership between TCU Athletics and The Neeley School of Business, which offers student-athletes NIL workshops, certifications, classes, mentorships, and resources. For the past 20 years, working with businesses, brands, and influencers ranging from startups to Fortune 100 companies, he has helped companies grow by incorporating and implementing profitable business models, customer acquisition strategies, brand triggers, digital strategies, and storytelling in addition to growth hacking techniques. Banos is the recipient of the Bloxom Foundation Professor of Sports Entrepreneurship. He received his M.Ed. from Southern Methodist University and BA from Texas State University.

JEREMY JONES, Director, Athlete Marketing, Octagon. With over a decade of experience in sports and entertainment marketing, elevating the brands and careers of clients, Jones oversees brand marketing and endorsement deals for a roster of NFL and Collegiate (NIL) football clients, leveraging his expertise in contract negotiation, project management, and talent booking. He has a proven track record of securing and managing successful brand partnerships ranging from global corporations to local businesses, across various platforms and channels, including social media, events, and cause marketing. Jones also has a strong background in diversity, equity, and inclusion, having served as the Committee Chair and Director of Brand and Influencer Partnerships for the V Foundation, where he led initiatives to promote and support diverse voices and causes in the sports and entertainment industry. Jones played football at the University of Kentucky, graduating with a degree in Communications and Information.

ANGELICA McDONALD, Esq., **is the founder of McDonald Law, P.L.L.C.** with a diverse background in entertainment, media, sports law, and business. She represents entrepreneurs and athletes on everything from contract negotiation to intellectual property matters, ensuring anything they've built is protected. In 2022, Angelica co-founded Rise HBCU, the second HBCU-focused NIL collective in the country, where she has helped negotiate, secure, and facilitate endorsement deals for HBCU athletes and educate them on personal branding, NIL, content creation, and more. She holds a Bachelor of Science in Business Administration, Management and Marketing from University of North Carolina at Charlotte, a Juris Doctor from North Carolina Central University School of Law, and a Master of Laws in Entertainment and Media Law from Southwestern Law School in Los Angeles, California. She is a registered sports agent with the National Basketball Player Association.

CEYDA MUMCU, Ph.D., Associate Professor, Chair, Sport Management Department, Pompea College of Business, University of New Haven. An expert in data analytics, Dr. Mumcu co-edited the first textbook on analytics in sport management which is sold over 30 countries around the world and in every continent. An expert in fan behavior, sport marketing, women's sports marketing, media representation of female athletes and marketing analytics, she was the co-author of the first study on marketing sport to LGBT fans. She is the recipient of the Sport Marketing Association's 2022 Lough Award, recognizing her commitment to research and teaching focused on promoting diversity, equity, and inclusion in sport marketing. A former member of the Turkish Women's Professional Basketball League, she played for eight years before moving to the United States. She received her Ph.D. in sports administration from the University of New Mexico and her M.S. degrees from University of New Haven and Middle East Technical University, in Ankara, Turkey.