

The Sports Media Challenge Advantage

↓ Sports Media Challenge (SMC) is a **premiere reputation management and strategic communications firm** that specializes in building, enriching and protecting brands in the sports, entertainment and lifestyle markets.

Our roster of senior consultants are steeped in industry knowledge and expertise, providing the perfect combination of real world experience with **high tech, high touch services**. With the introduction of its proprietary Buzz Manager service, SMC became the industry leader in online word of mouth research and fan engagement.



President & CEO

↓ **CEO, Kathleen Hessert.** In 1998, Kathleen began focusing her attention on the communication needs of major sports teams and organizations, including the prestigious NFL, MLB, NBA Coaches Association, NASCAR, the PGA TOUR, ESPN, and university athletic departments including, among others, Notre Dame, Texas, Tennessee, Florida, and Stanford. The company's clients list also includes Peyton Manning, MVP and other pro athletes, Olympic medalists and premiere coaches.



Director of New Media Strategy and Fan Engagement

↓ **Director of New Media Strategy and Fan Engagement, Dexter Bustarde.** After earning his undergraduate degree in Computer Engineering from UC San Diego, Bustarde spent 5 years with Sempra Energy's information technology department. As a web developer, her designed and developed numerous web based applications, and also served as a mentor for new web developers. Bustarde's other specialty was web analytics, analyzing and streamlining the company's extensive online presence. Most recently, he received his MBA in Sports Business Management from San Diego University where he was a member of the SDSU Case Competition Team. Dex helps clients best leverage their buzz and develop fan engagement applications.



Chief Technical Consultant

↓ **CTO, Joshua Baer.** Recognized on the national and international scene as an online guru and contributing analyst with Ferris Research, Josh joined Sports Media Challenge as CTO in early 2005. Recognizing the growing impact of Internet communications in the sports arena, Josh leads the development and provides technical direction for the company's leading edge Internet communication and branding service—Buzz Manager. Josh guides all ongoing development of SMC's proprietary search engine monitors and analyzes a client's brand over the Internet with special focus on Fan Generated Media (FGM).



Senior Consultant Public Relations

↓ **Senior Consultant Public Relations, Harold Kaufman.** Eminently qualified as a sports public relations professional for high profile athletes, coaches and sports executives, Kaufman joined ranks with Sports Media Challenge in October 2005 as Senior Consultant. After a stint in baseball, Kaufman spent 17 years with the Charlotte/ New Orleans Hornets and eight as it's vice president of public relations. For years, he was a member of the NBA's PR Advisory Board, and served as a press manager for the basketball

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