

Introducing the Global Steering Council



Representing IMMA in the Global Steering Council










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Global Steering Council		
Social Impact	Sports (Leagues)	Marketing
 <p>Kieron Allen Analyst and Journalist Technology & Social Impact Spain</p>	 <p>Alfredo Bermejo LaLiga Digital Director Spain</p>	 <p>Sophie Devonshire The Marketing Society CEO United Kingdom</p>
Marketing and Data	IMMA Academic Research Co-Chair	Sports (Federations)
 <p>Robin de Wouters FEDMA Commercial Director Belgium</p>	 <p>Yogesh Dwivedi EMaRC at Swansea University Founding Director United Kingdom</p>	 <p>Craig Hepburn UEFA Head of Digital Switzerland</p>
Government	Digital Culture & Heritage	Education
 <p>Karl Hoods UK Government - BEIS CIO & CDO UK</p>	 <p>Marinos Ioannides UNESCO Chair, Digital Cultural Heritage Cyprus</p>	 <p>Sheila Jagannathan The World Bank Head of Open Learning Campus United States of America</p>

Global Steering Council

Education



Dan LeClair Ph.D

Global Business School Network
CEO
United States of America

Film and Video



Leo Matchett

Decentralized Pictures
CEO
United States of America

Music



Panos Panay

Recording Academy / GRAMMYs
President
United States of America

Music



John Phelan

ICMP – Music Publishers
Director General
Belgium

Marketing and Advertising



Rob Rakowitz

World Federation of Advertisers
Head of Responsible Media
United States of America

Sports (Athletes)



Brendan Schwab

World Players Association
Executive Director
Switzerland

Human Rights & IMMA Social Impact Chair



Paul Smith

Amnesty International
CIO
United Kingdom

Gaming & Market Research



Mihai Vicol

Newzoo
Global Metaverse Lead
The Netherlands

Marketing and Communications



David Wachsman

Wachsman
Founder and CEO
United States of America