



Collegiate Sports Management Group

Ray Katz

646-335-2712

rkatz@roisportsgroup.net

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CSMG Announces Latest Board of Advisors Member

Donna Orender joins Collegiate Sports Management Group Board of Advisors

New York (December 19, 2016) – Collegiate Sports Management Group (CSMG) elected a new Board of Advisors member. “We are very pleased to welcome Donna Orender to our board of advisors,” said Ray Katz, co-founder and Chief Operating Officer. “Donna’s uniquely broad and deep credentials and contacts across the sports landscape, entrepreneurial nature, C Suite experience and proven business leadership, will facilitate and accelerate the aggressive growth of CSMG in the rapidly changing college sports marketing and media marketplace.”

Her board responsibilities will include support of school, conference, and sponsorship sales efforts and strategic partnerships, assistance with CSMG’s capital raise, and general guidance related to the unique opportunities at the nexus of college sports and the dynamic sports media marketplace.

Donna Orender is the CEO of Orender Unlimited, a company that specializes in working with both established and new companies on success strategies across a myriad of industries with a focus on digital, entertainment, education, sports and diversity. Donna has served 6 years as President of the Women’s National Basketball Association, leading the league to positive business growth. Prior to the WNBA, Donna spent 17 years at the PGA TOUR, leading the TOUR’s efforts in global television, digital rights and production, rising to the office of the Commissioner as the Senior Vice President of Strategic Development.

Donna is the founder of the national platform, GENERATION W, which focuses on educating, inspiring and connecting women and girls and Generation WOW, specifically focused on mentoring of teen girls. Donna has been recognized as one of the top 10 Most Powerful Women in Sports and one of Newsweek’s 100 most Influential people in sports. Donna currently serves on the boards of several other sports organizations and charitable boards, including the KPMG Women’s Leadership Summit Advisory Council, the Monique Burr Foundation for Children, the V Foundation, the Jacksonville Public Education Fund, The WSL, The ASP (Association of Surfing Professionals) and co-chairs the UJA Sports for Youth Initiative.

About Collegiate Sports Management Group

CSMG is committed to driving the business performance of collegiate athletic conferences/schools, providing them with a successful growth strategy with regards to content distribution, exposure, branding, revenue generation, and creating student recruitment initiatives to support their athletic departments. CSMG markets and sells college assets including but not limited to intellectual property, multi-media rights, content, and sponsorships around collegiate sports, facilities, games, events, tournaments, and other related content.

CSMG secures and partners with multiple media outlets, event organizers, and promoters for content development, distribution, production, on-line merchandise sales and licensing. CSMG is enhancing engagement of conferences and schools with alumni, students, and prospective applicants.