Exercise & Sport Science Initiative Symposium
Thursday, September 29, 2016
8:00 am – 4:00 pm
Junge Family Champions Center, Ann Arbor, MI

Symposium Emcee: Melanie Weaver Barnett, Chief Executive Education Officer,
Stephen M. Ross School of Business, University of Michigan

8:00-8:30 am  Registration & Continental Breakfast

8:30-8:55 am  Welcome & Opening Remarks—Introductions by Stephanie Rowley, Ph.D., Associate Vice President for Research, Social Sciences and Humanities, University of Michigan
• S. Jack Hu, Ph.D. – Vice President for Research, University of Michigan
• Warde Manuel, MSW, MBA – Director of Athletics, University of Michigan

8:55-9:10 am  A Coach’s Perspective
• Erik Bakich, BS – U-M Varsity Baseball Head Coach
• Gregg Hartsuff, BA – U-M Men’s Club Rowing Coach

9:10-9:30 am  Fergus Connolly, Ph.D. – Varsity Football Performance Director, University of Michigan
• Winning: The Art of Science

9:30-9:45 am  Jessica Deneweth Zendler, Ph.D. – Assistant Research Scientist and Director of the Michigan Performance Research Laboratory, University of Michigan
• When Everyone Swarms the Ball: Finding a Smarter Approach to Sport Science

9:45-10:00 am  Break

10:00-10:15 am  Ellen Arruda, Ph.D. – Professor of Mechanical Engineering, Biomedical Engineering, and Macromolecular Science and Engineering, University of Michigan
• Helmets and Head Health
10:15-10:30 am  
Noel Perkins, Ph.D. – Donald T. Greenwood Collegiate Professor of Mechanical Engineering, Arthur F. Thurnau Professor, University of Michigan
- Athletic Performance Revealed by Wearable and Embedded Inertial Sensors

10:30-11:15 am  
Academic Panel: U-M Sport Research and Technology – Moderated by Anne Curzan, Ph.D., Professor of English Language and Literature and Faculty Athletic Representative, University of Michigan
- Ellen Arruda, Ph.D.
- Fergus Connolly, Ph.D.
- Jessica Deneweth Zendler, Ph.D.
- Noel Perkins, Ph.D.

11:15-12:00 pm  
Industry Panel – Data Science and Analytics in Sport – Moderated by Ed Chang, Ph.D., Professor of Psychology and Social Work, University of Michigan
- Catapult – Brian Kopp, MBA, President of North America at Catapult Sports
- Impellia – Charlie Batch, BA, Co-Founder and former NFL quarterback
- Intel – John Vincent, MBA, Strategic Business Development
- WHOOP – Erik Vendt, BA, Business Development and former U.S. Olympic swimmer

12:00-1:00 pm  
Lunch and Examples of U-M Entrepreneurship and Innovation

1:00-1:45 pm  
- Gatorade Sports Science Institute – Kim Stein, Ph.D., Senior Principal Scientist
- Kellogg Company – Kathy Greaves, Ph.D., Principal Nutrition Scientist
- Sodexo – Chris Carr, AOS, Executive Chef, Performance Dining
1:45-2:00 pm  Break

2:00-2:45 pm  Industry Panel – Optimal Performance and Sport Technology  
– Moderated by Jim Richardson, BA, Executive Coach, Fritz Seyferth & Associates  
   • Adidas – Grant Goulet, Ph.D., Director of Sport Science  
   • Wilson – Bob Thurman, MBA, Vice President of Innovation  
   • Zebra Technologies – Eric Petrosinelli, MBA, General Manager of Zebra Sports

2:45-3:00 pm  Ron Zernicke, Ph.D. – Co-Director of ESSI and Professor of Orthopaedic Surgery, Kinesiology, and Biomedical Engineering, University of Michigan  
   • Next Steps for ESSI

3:00-4:00 pm  Tour of Athletic Campus (for select industry guests)