



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 Zandler, 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 Zandler, 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

Industry Panel – Sport Nutrition and Hydration – Moderated by Fritz Seyferth, MBA, Leadership Coach and Team Building Expert, Fritz Seyferth & Associates, and former pro football player

- **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)