

WHAT YOU NEED TO KNOW

Sports Geek is a weekly podcast built for the sports business and digital marketing professionals hosted by Sean Callanan.

Sports Geek podcast reaches sports business professionals around the world with listeners in over 150 countries. Sean has interviewed over 200 sports executives from NBA, NHL, MLB, MLS, AFL, NRL, La Liga and Premier League

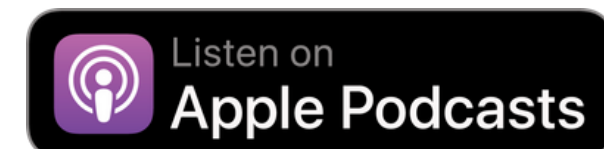
THE INTERVIEW PROCESS

Sean hosts a friendly conversation with guests.

- Interview starts with the guest's background story and current role
- Moves to discuss more on cool campaigns, digital and business growth
- Ending with the Sports Geek Closing Five to learn more about the guest

SPORTS GEEK BY THE NUMBERS

- Downloaded in over **150 countries**
- **200+** Sports Business guests including Dallas Mavericks' Mark Cuban and 49ers' Al Guido
- Over **300,000 downloads** from **200+ episodes** in 5 years of podcasting
- **120+ iTunes review** from AUS, USA and Europe



ABOUT SEAN CALLANAN

Sean Callanan understands the technological evolution of the digital landscape as founder of Sports Geek. He has worked with international brands, is a highly sought after public speaker and the go to resource for under-optimised digital teams.

Sean is the most connected man in sports business:





- 25K+ connections on LinkedIn
- 18K+ on Twitter @seancallanan
- Built global Sports Geek Nation Slack community
- 1,100+ followers on Facebook
- Keynote speaker in front on 10K+ people per year

Sean is the perfect mix of a modern-day digital and social media pioneer and overall business strategist. He has great depth of experience in management and the inner workings of an IT/Interactive organization but also is ultra forward thinking in digital and social media. My favorite part about his approach to social media is that it's based in things he's passionate about (sports) but pragmatic (results-oriented).

Kirsten Corio

Former VP - Team Marketing and Business Operations, NBA



-  [linkedin.com/in/seancallanan](https://www.linkedin.com/in/seancallanan)
-  [facebook.com/seancallananspeaks](https://www.facebook.com/seancallananspeaks)
-  [@seancallanan](https://twitter.com/seancallanan)
-  [@seancallanan](https://www.instagram.com/seancallanan)
-  sean@SportsGeekHQ.com

ABOUT SPORTS GEEK

Sports Geek is a sports digital agency that offers expertise in sports technology and digital sports marketing to allow you to focus on your core business. We help sponsorship & digital teams work together to drive results for sponsors and engaging content rich campaigns that your fans love.

Sports Geek stats:

- 10K+ on Twitter @SportsGeek
- 1500 executives in Sports Geek Nation
- 5K+ followers on Facebook
- 3K subscribers to weekly Sports Geek News email

WHO WE WORK WITH



 facebook.com/sportsgeek

 [@sportsgeek](https://twitter.com/sportsgeek)

 [@sportsgeekhq](https://www.instagram.com/sportsgeekhq)

 SportsGeekHQ.com



WHAT PR DEPARTMENT NEEDS TO KNOW

- Interviews can be conducted in person (preferred) or via Skype/Phone.
- Interviewee can always stop interview or request an edit post interview.
- PR department can request interview prior to publishing if needed.
- No Sports Geek interview has been rejected in over 5 years of podcasting.
- Sports Geek podcast will be published and promoted on all Sports Geek channels.
- Rights to publish on guest site, full HTML player and transcript available upon request.

KEY LINKS

- Sports Geek podcast archive
- Sports Geek podcast guest list
- Available on Apple Podcasts, Google Podcasts, Spotify, Pocket Casts, TuneIn
- Sports Geek Nation
- Sports Geek News

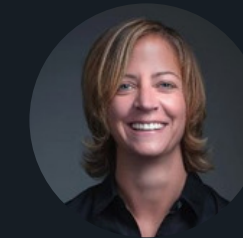
MOST DOWNLOADED EPISODES



Mark Cuban
Dallas Mavericks



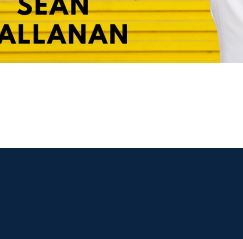
Jayne Bussman-Wise
New York Red Bulls



Daniel Brusilovsky
Golden State Warriors



Bryan Srabian
San Francisco Giants



Jenn Van Dijk
LA Clippers



PODCAST PRODUCER

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