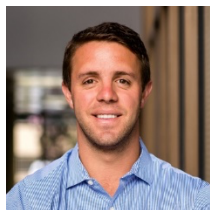


COMMUNITYCONNECT

Houston's Esports Revolution

Thursday, January 28, 2021 | 3 pm

Speaker Bios



Chris Buckner | Co-Founder and CEO | Mainline.GG

Chris Buckner is the co-founder and CEO Mainline.GG – an esports tournament software and event management company that focuses primarily on the collegiate market. Mainline currently partners directly with universities to help them manage, monetize and market their esports initiatives in an effort to grow their programs. They also assisted ESPN with their Collegiate Esports Championship. Chris is also a co-founder of Cannon Ventures, an Angel Investor network in Houston that raises funds for startups as well as a co-founder of Come & Take It Apparel, a collegiate-branded sock company. In addition, Chris was the host for The FanReact Hour, a nationally syndicated radio show on the SBNation Radio Network and the co-host of an all-new esports television show, The META, that airs locally on Kube 57 and on Twitch.



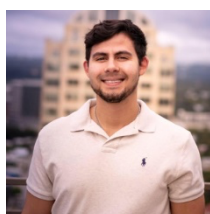
Adrian Collins | Director of Operations | Harris County Sports & Convention Corp.

Adrian Collins is a sports and entertainment executive serving as director of operations at Harris County Sports & Convention Corp. (NRG Park) in Houston. Adrian has worked in Texas and U.S. politics for more than 15 years, serving as a senior staff member to State Rep. Scott Hochberg and State Senator Rodney Ellis and in the administration of President Barack Obama. An expert in logistics and high-level executive support for more than 20 years, Collins moved into the sports and entertainment industry following his political career.



Adam Hobbs | Executive Director, Marketing and Brand | Houston Outlaws

Adam serves as the Executive Director of Marketing and Brand for the Houston Outlaws, representing the larger Houston HMA in the Overwatch League, one of the most popular brands in the franchise. Previously, in his role as head of marketing for top-tier esports organization Counter Logic Gaming (CLG), he oversaw content and brand strategy for teams across League of Legends, Fortnite, Apex Legends, Super Smash Bros and CSGO, as well as a cadre of influential content creators. Under his leadership, CLG significantly increased their social footprint, achieved record sales with merchandise and sold through millions of dollars in partnerships. In addition, Adam has created and produced global campaigns for some of the most well-respected brands in the world, including Razer, Red Bull, Toyota and Uniqlo. His work with major influencers including Lady Gaga, Tiësto, deadmau5 and Skrillex has been covered by Billboard, Forbes and The Fader and secured accolades including the Marketing Ex Award and Billboard Touring Award.



Justin Pelt | Assistant Director of Esports | University of St. Thomas

A native of Austin, Justin completed his Business degree at Southwestern University then launched his career in technology with TEKsystems before joining Box as an Outbound Sales Rep, where he led his market in Total Gross Pipeline for two consecutive quarters. A passion for video games led him to discover that universities were beginning to invest in esports on campus and hire staff to grow campus clubs and competitive esports teams. Justin began volunteering with the esports club at Southwestern University while working for a LAN center in Austin. While working with the club, he developed a growth plan that demonstrated the how the club connected to the University mission and goals, especially regarding student retention and prospective student growth. He moved to Houston in the summer of 2020 to join the University of St. Thomas as Assistant Director of Esports, where he is responsible for operations, coaching and leadership for the new campus esports club and competitive esports team, which is scheduled to begin competing in Spring 2021.



Dustin Sweeney | Senior Designer, Esports Lead | HKS

Dustin Sweeney leads design and strategy for HKS esports initiative globally. Embedded in HKS' renowned Sports and Entertainment practice and trained as industrial designer, Dustin plays a unique role in the development of esports and professional sports venues around the globe. He focuses on envisioning and planning venues that reflect the brand identity of collegiate and professional teams, while creating compelling and exciting experiences for their fans. Dustin has played key roles in creating the fan experience at major venues such as the new Globe Life Field in Arlington, home of the Texas Rangers; and the 70,000 seat SOFI Stadium, new home of the Los Angeles Rams and the Los Angeles Chargers. Dustin has led the design for several esports venues, including a flagship store and facility for Team Vitality in Paris, France; the retrofit of a shopping center in Atlanta into a gaming practice facility for Axis Replay; and a 3000-seat facility for Team Envy in Dallas, TX.