

## Special Olympics chief marketing officer, Kirsten Suto Seckler scheduled to speak to UNLV Lee Business School Students



### Invaded by Raiders and Knights, Seckler will speak about professional sports and the payoff for Vegas.

The Lee Business School launched its MBA *Fortune 500* Executive Speaker Series in the Fall of 2014, to invite successful business executives to share their expertise with UNLV's MBA students. The Idea is to have executives from different industries with different perspectives help to "cultivate leaders who transform business."

Kirsten Suto Seckler has spent nearly 20 years with the Special Olympics movement, first as a volunteer, then joining Special Olympics International (SOI) in 2000. As the chief marketing officer, Seckler oversees a team that is creatively working to shape and challenge perceptions about people with intellectual disabilities. Through Seckler and her team's efforts, they are building awareness and engaging communities to support the Special Olympics movement

Seckler's talk will be held on **Monday, October 23, 2017, at 7:00 pm** in the **Greenspun Hall** on the campus of UNLV. There will be an MBA mixer at 5:30 pm.

Seckler's topic is timely because the City of Las Vegas was recently chosen for the National Hockey League team expansion, and the *Vegas Golden Knights* will begin play in October 2017. Also, the NFL's *Oakland Raiders* are scheduled to move their franchise to Las Vegas by 2019. These two professional athletic teams will add to the sense of pride and competitive spirit that UNLV has provided since joining the National Collegiate Athletic Association (NCAA) Division I in 1970. In addition, UNLV's Sam Boyd Stadium hosts the annual NCAA football classic, *Las Vegas Bowl*, and the *USA Sevens*, the largest rugby tournament in North America.

As a member of SOI's Executive Leadership team, Seckler has been involved in many brand building and fundraising initiatives to promote the growth of Special Olympics around the world. That work includes a fully-integrated marketing campaign using digital platforms, celebrity supporters, corporate partners, broadcast partners, and a new brand icon, the Special Olympics Unified ball. Seckler and her team's efforts have resulted in World Games (both the winter and summer), policy summits,

conferences supporting Special Olympics, and the launch of new programming in areas of health, education, and community building.

Seckler is also an Adjunct Professor at Georgetown University for the Master of Professional Studies Sports Industry Management Program. Before joining SOI, Seckler worked in the marketing department at Kraft Foods, managing the experimental marketing tour of the Oscar Mayer Weinermobile. Seckler also spent five years as a print journalist, and in 2009, was an honoree of the Washington Women in Public Relations Woman of the Year Award. She is a member of the National Press Club, the American Marketing Association, and the Association for Women in Sports Media.

Past Executive Insight speakers have included senior executives from *Fortune 500 companies* such as Monsanto, PayPal, Boeing, Pfizer, Microsoft, Clorox, Emerson Electric, Lenovo, SunGard Data Systems, and Accenture.

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