Furman University

# Furman University Scholar Exchange

Carolinas Sports Analytics Meeting                                    2019

Apr 13th, 8:30 AM - 4:30 PM

## Plenary Speaker Biographies

Peter Keating

Hart Zwingelberg

# Carolina Sports Analytics Meeting
## 2019 Plenary Speakers

**Peter Keating** is a Senior Writer at ESPN the Magazine, where he has covered investigative and financial stories since 1999. He coordinates The Mag's annual "Ultimate Standings," which rank all pro franchises according to how much they give back to fans, and was co-author of ESPN Insider's "Giant Killers" project, which predicted NCAA tournament upsets. His work on concussions in football has earned awards from the Deadline Club, the New York Press Club and the Center for Sport in Society. Keating's "Numbers" column covers the world of statistics and analytics. In his work, he examines concepts for evaluating athletes and teams across all sports, not just those commonly associated with sabermetrics. He introduces researchers who are developing sports analytical tools. And he presents original findings, as well as analysis by ESPN and other sources, that go beyond official statistics to explain strategies and performance.

Source: espn.com

**Hart Zwingelberg '15** leads the strategic development and execution of Chicago Fire Soccer Club's data strategy, inclusive of data governance, data acquisition, architecture, storage, analytics, and operationalization. His focus is on combining research, analytics, data science, and marketing practices to drive organizational value and strategic data-driven decision making across the organization. He utilizes leading-edge econometric approaches and statistical software to address complex business problems and assists in the implementation of the solutions into daily operations. His latest endeavors have led to enhancements in season ticket holder lifetime valuation and corporate partner acquisition efforts. His team leverages a broad spectrum of methods such as machine learning, statistics, predictive analytics, optimization, and customer journey mapping to help drive value for the Chicago Fire.

Hart has applied this knowledge and experience to several industries, including media and publications, banking, and sports, among others. For his continued work, Hart has been invited to present findings in academic courses and conferences and recognized for excellence in using creativity to drive projects to success at the Global BIGGIES Awards at Rockefeller Center in New York City. Hart holds a Bachelor of Science in Economics and Mathematics from Furman University and is pursuing his Master of Science in Data Analytics.