



NEWS RELEASE

# 49ers Announce First Group of Speakers to Participate in the Horizon Summit

2025-03-18

**SANTA CLARA, Calif.** – Today, the San Francisco 49ers announced the first speakers to participate in the 2025 Horizon Summit on June 25-26. Presented by NetApp, the intelligent data infrastructure company, the Horizon Summit is a first-of-its-kind conference dedicated to sports data, analytics, and business intelligence. Founded in 2018, the event features noteworthy presentations from doers and innovators across the business intelligence ecosystem. Horizon Summit's experience-first approach arms attendees with the tools and tips to drive meaningful innovations at their organizations.

The first group of speakers to be announced includes: **Kaitlin Bailey**, Seattle Sounders VP of Business Strategy & Analytics; **Whitney Goodman**, HBSE Sr. Director of Research & Business Intelligence; **Alex Meyer**, LA Clippers VP of Business Insights & Analytics; **Shayna Sangster**, Pacers Sports & Entertainment Associate VP of Marketing for the Indiana Fever; and **Michael Spetner**, LA Dodgers VP of Business Strategy & Analytics. Each speaker will give a personal case study presentation detailing a data-driven success story from their organization. Additional Horizon Summit speakers will be announced on the conference's website and 49ers social media channels in Spring 2025.

"As a premier data & analytics conference, we are extremely excited to kick off the 2025 Horizon Summit by welcoming Kaitlin, Whitney, Alex, Shayna, and Michael to the speaker list," said **Alison Lu**, 49ers VP of Business Strategy & Analytics. "We are leaning into previous attendee feedback and featuring action-oriented case-study presentations, focused on key takeaways and learnings. We are fortunate to have a partner like NetApp, who is passionate about data and innovation, to help us host the sixth iteration of the Summit."

"The Horizon Summit is a great opportunity to learn, share, and engage with some of our industry's top professionals, and I'm very excited to be a part of this year's conference," said **Shayna Sangster**, Pacers Sports & Entertainment Associate VP of Marketing for the Indiana Fever. "The event provides a great opportunity to gain best-in-class knowledge from the real-world experiences of leaders in our respective fields. As a presenter, I'm very excited to share the many successes we have seen at the Indiana Fever and through the exponential growth of women's sports in our country, and look forward to seeing everyone in Santa Clara."

Through executive fireside chats and tech talks, the Horizon Summit sheds light on innovations and success stories at the intersection of sports, technology, and business. This year's conference, which also features professional workshops and networking events, will focus on four key themes:

- **Business Analytics & Strategy:** Leveraging data-driven insights to drive organizational growth, optimize decision-making, and foster innovation across businesses.
- **Fan Engagement & Brand-Building:** Enhancing the fan experience through personalized interactions, cutting-edge technology, and data-driven strategies to boost satisfaction and long-term loyalty.
- **Revenue & Sales:** Maximizing revenue opportunities through strategic partnerships, ticketing innovations, premium sales, and seamless service and activation.
- **Stadium Technology, AI & Beyond:** Transforming the in-venue and global fan experience with next-generation technology, AI-powered solutions, and digital advancements.

"As the Official Intelligent Data Infrastructure Partner of the San Francisco 49ers, NetApp is inspired to help connect the industry's top minds to discuss future growth and innovation through data and analytics," said Gabie Boko, CMO, NetApp. "The 49ers' commitment to their fans, businesses, and the broader Silicon Valley community aligns with our mission to empower meaningful outcomes through technology. By partnering to bring back Horizon Summit, we aim to inspire conversations about how to harness data-driven insights to fuel business success."

For more information about the conference's venue, agenda, and speakers, please visit [HorizonSummit.com](https://HorizonSummit.com).

#### **About the San Francisco 49ers**

The San Francisco 49ers, owned by the York family, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV, and XXIX. The franchise also has eight conference championships and 22 divisional championships and was the first major league professional sports team to be based in San Francisco over 75 years ago. Please visit [49ers.com](https://49ers.com) and follow the 49ers on Facebook and X @49ers.

#### **About NetApp**

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data, operational and workload services to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our operational and workload services provide continuous optimization of performance and efficiency for infrastructure and workloads through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. Learn more at [www.netapp.com](https://www.netapp.com) or follow us on [X](#), [LinkedIn](#), [Facebook](#), and [Instagram](#).

NETAPP, the NETAPP logo, and the marks listed at [www.netapp.com/TM](https://www.netapp.com/TM) are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners.