

SPEAKERS:



WACO HOOVER, CEO & CO-FOUNDER, XLIVE

Waco Hoover is a serial entrepreneur with more than 15 years of experience in the live event and media industries across the music, film, sports, festival, esports, healthcare and tech sectors. He has been involved in numerous start-ups, capital raises, acquisitions and divestitures. In his current role, he is leading XLIVE in transforming the way live events and festivals share expertise, learn and revolutionize experience. XLIVE convenes industry leaders at the intersection of music, sports, film, culinary, beverage, esports, technology, brands and festival and live event experiences. Mr. Hoover is also a partner of the MichaelBass Group, an investment firm focused on live event, tech and media properties with a portfolio that includes more than 35 live events and media properties across tech, live events, esports, brand activations and festivals.

Prior to starting his professional career, Mr. Hoover served in the U.S. Marine Corps as a demolitions and anti-armor squad leader, infantry scout and assistant chief instructor, managing combat water survival training for Marine and Naval Forces stationed at Marine Corps Base Hawaii and forward deployed forces in southeast Asia. He graduated cum laude from New York University, holds a MBA from The Florida State University and completed the Harvard School of Public Health's certificate program in Leadership Strategies for Information Technology in Health Care. He is a board member of Irreverent Warriors, a non-profit dedicated to preventing veteran suicide and is an investor and board member of Jelly Skateboards.



LILIA RUSSO, CO-FOUNDER, FOUNDRY IV

The former Director of Strategy and Engagement at WME | IMG, Ms. Russo has nearly ten years in esports the space, Ms. Russo has watching it develop from its infancy into the massive, global phenomenon it is today. While at WME | IMG she studied and developed training camps for amateurs, pros and influencers. Having the ability to find the nuance within each esports community to build the best overall experience that is impressive to pros and fans alike, Ms Russo has the experience, knowledge and an impressive network of colleagues who are leading the business into the future. Together with Tobias Sherman and Simon Abitbol, who were part of the same WME | IMG team, Ms. Russo co-founded Foundry IV as the first "esports specific" game development studio and media company. Having secured funding with MGM Resorts International as

a key investor and put together an advisory board including Brian Witten (Hollywood producer), Chris Nunez (tattoo artist, TV personality and entrepreneur), and Tom Hayes, SVP & Head of New Media at Paramount Pictures, FIV will be a studio devoted to creating new games explicitly designed for esports.

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