



Scott MacIntosh – Head of Sports Analytics & Business Development – SAP

Scott currently leads SAP's initiatives in the BI & Analytics space in the North American market as it relates to how professional sports teams & leagues manage their fan and player performance Data.

Prior to joining SAP Scott spent over 15 years in the sports industry on the team side with MLSE, the Ottawa Senators & a few MiLB teams in the BI/Analytics, Ticket Sales & Sponsorship space. In addition, he was part of a Sports Tech start-up, Brizi, in the BI/fan engagement space and spent 2 years at XMC Sports & Entertainment on the sponsorship side.

He earned his undergrad Bachelor of Sports Admin (SPAD) degree from Laurentian University, his MBA from McGill University, his Master's in Management Analytics (MMA) degree from Queen's University and is currently based in Toronto. In his free time his passions include playing golf, soccer, hockey and he has recently completed his first Ironman triathlon.