

SSBA Executive Profiles

Michael Katz - President



Michael previously worked in sports media production at Sportsnet. As an Associate Producer, Michael produced content that was viewed across Canada on TV and radio including game highlights, feature stories and full shows such as Blue Jays in 30. Michael was the youngest of 15 members selected company-wide to participate in Sportsnet's Inaugural Leadership program, which was created to further educate and reward the future leaders of the organization.

Email: mkatz18@schulich.yorku.ca

* **Hometown** – Thornhill, Ontario, Canada

* **Undergrad** – Broadcast Journalism (Seneca College), Bachelor of Arts, Communications (York University)

* **Favorite Sport** – Hockey

* **Favorite Teams** – Toronto Maple Leaf, Raptors, Blue Jays, Argonauts, TFC, Arizona Cardinals, Chelsea FC

Andrew Milner – Vice President



For the last 3 years, Andrew has worked for the largest franchise group of the Keg Steakhouse + Bar. His roles within this company have included both operations management and accounting positions. His primary goals have been to improve key metrics within the restaurants and also to increase communication between the head office and the restaurants to help achieve a more prosperous franchise group.

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* **Hometown:** Bracebridge, Ontario, Canada

* **Undergrad:** Bachelor of Arts, International Development Studies

* **Favourite Sport:** Hockey

* **Favorite Teams:** Toronto Maple Leafs, Toronto Blue Jays

Roxie Shainhouse – Director Events

Prior to beginning her MBA, Roxie worked for the municipal government in the office of a Toronto City



Councilor. With her previous experience in customer service and community outreach, she was able to easily dedicate herself to serving the public. Her previous roles required close correspondence with Toronto city staff and city officials to solve community issues, office management, event management, constituent relations and policy planning. Roxie has been a dancer and gymnast for most of her life, competed on her high school's volleyball team and is currently on a seasonal softball team.

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* **Hometown:** Toronto, ON

* **Undergrad:** Bachelor of Applied Science in Food & Nutrition with a certificate in Family Supports (Ryerson University)

* **Favourite Sport(s):** Volleyball, Hockey

* **Teams:** Toronto Maple Leafs, Saskatchewan Roughriders, Toronto Wolfpack

Sulabh Gupta - Director Finance



Sulabh has over seven years of experience working for major Banking and Insurance clients in Toronto. In his last role, Sulabh was a consultant to one of the major Canadian banks working as a Project manager for Liquidity Risk Regulatory reporting and some of its legacy projects' migration to Hadoop. Sulabh is very passionate about sports and was the team captain for his undergrad Cricket and Volleyball teams.

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* **Hometown:** Meerut, India

* **Undergrad:** Bachelor of Technology - Computer Science & Engineering

* **Favorite Sport:** MMA

Prashanth Kumar Vijayakumar – Director Marketing



Prashanth has worked as a marketing consultant for sports coaching and promotions companies, while also organizing various events and competitions. Outside of sports, he has held various business development positions with tech companies and also spearheaded his own digital marketing agency, where he was responsible for driving sales and generating revenue, while managing operations. As an amateur water sport athlete, Prashanth has participated and managed sports teams, as well as professional Sales teams.

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* **Hometown** – Chennai, Tamil Nadu, India

* **Undergrad** – Bachelor of Engineering, Mechanical (College of Engineering, Guindy – Anna University)

* **Favourite Sport** – Cricket

* **Team** – Chennai Super Kings, Indian Cricket Team, Toronto Blue Jays, San Francisco Giants