

## Presenter Bios

### **Beyond the Diamond: The Sport and Business of Baseball** *Fandom, Player Performance, Branding and Globalization*

**Sam Kennedy '95**, President and CEO, Boston Red Sox; CEO, Fenway Sports Group  
Sam Kennedy is President and Chief Executive Officer of the Boston Red Sox and a partner in Fenway Sports Group. Now in his 23rd season with the Red Sox and ninth as CEO, Kennedy has been a driving force behind the team's four World Series Championships, the preservation of Fenway Park, and the club's evolution into a global sports brand.

With nearly 30 years in Major League Baseball, Kennedy also oversees Fenway Sports Management and Fenway Sports Group Real Estate, and plays a key leadership role in MLB as Chairman of the President's Working Group and a member of the league's International Committee.

A Boston native, Kennedy has been recognized by *Sports Business Journal* and *Boston Business Journal* for his influence and leadership in the sports industry. He serves on the boards of Dana-Farber Cancer Institute, Camp Harbor View, and the Winsor School.

**Derek Falvey '05**, President, Baseball and Business Operations, Minnesota Twins

Derek Falvey is President of Baseball and Business Operations for the Minnesota Twins, the first in club history to oversee both sides of the business. Falvey took over a club that ranked 29th in MLB over the prior five years and helped transform it into a consistent contender, with four postseason appearances, three AL Central titles, and one of the league's top 10 records during his tenure. Derek is credited with modernizing the Twins' baseball infrastructure, driving advancements in player development, scouting, analytics, and coaching. He has also led efforts to strengthen the club's culture, with a focus on employee development, mental health, strategic planning, and community engagement.

Derek spent nearly a decade with the Cleveland Guardians, rising from intern to Assistant GM and helping guide the team to the 2016 World Series. Derek and his wife, Meghan, both Massachusetts natives and Trinity graduates from the class of 2005, now live in Edina, MN, with their three children.

**Dan Good '95**, Vice President, Business Development, St. Louis Cardinals

Dan Good is Vice President of Business Development for the St. Louis Cardinals, where he plays a key role in managing the organization's strategic investments and business ventures. Since joining the team in 2014, Dan has worked closely with the Chairman and President to oversee assets such as the Cardinals' player development complex in Florida, as well as ownership interests in Bally Sports Midwest and several minor league affiliates.

Dan began his career in New York City as an analyst in the middle-market M&A group at Price Waterhouse (now PwC), later serving as a Vice President in Investment Banking at CIBC Oppenheimer and Merrill Lynch. In 2001, he relocated to St. Louis, where he joined Tower Hill Wealth Management as Managing Director before co-founding Conway Investment Research in 2010.