

FOR IMMEDIATE RELEASE

SportsBiz Appoints Michael Robichaud as President, Accelerating AI Innovation and the Future of Sponsorship Intelligence

McLean, VA — July 8, 2026 — SportsBiz today announced the promotion of sports marketing executive Michael Robichaud to President.

Robichaud assumes the role after serving as SportsBiz's Chief Strategy Officer, where he played an instrumental role in shaping the company's strategic direction, strengthening client relationships, and expanding its position as a leader in sponsorship intelligence and commercial optimization.

Before joining SportsBiz, Robichaud built an accomplished career leading global sports strategy and sponsorship initiatives for Mastercard and Sprint Nextel, overseeing some of the world's most recognized sports, entertainment, and brand partnership programs, including MLB, NASCAR, NFL UEFA, PGA TOUR and World Rugby.

As President, Robichaud will assume a larger leadership role in driving corporate growth, expanding strategic industry relationships, accelerating product innovation, and serving as a leading voice for SportsBiz and its mission to help brands, rights holders, agencies, and venues unlock greater commercial value through artificial intelligence.

The leadership announcement comes during a period of significant momentum for SportsBiz.

Earlier this year, the company launched its Center for AI Excellence, an organization-wide initiative designed to implement a people-first approach to artificial intelligence while accelerating innovation, operational efficiency, and product development across the business.

The company will also officially launch ApprovalLAB.ai next week, an AI-powered workflow solution designed to streamline sponsorship creative reviews and intellectual property approval processes. ApprovalLAB.ai addresses one of the industry's most persistent operational challenges by reducing approval bottlenecks while enabling talented professionals to focus more of their time on strategic initiatives that advance organizational objectives.

"The next generation of competitive advantage in sports will be built on artificial intelligence—not simply to measure performance, but to transform how organizations work, collaborate, and make decisions," said Robichaud. "ApprovalLAB.ai is an important milestone, but it represents something much larger. It reflects SportsBiz's vision of building an intelligent platform that combines AI, advanced analytics, and workflow automation to help brands, rights

holders, agencies, and venues operate more efficiently and unlock greater commercial value. I'm excited to help lead the company as we continue expanding that platform and shaping the future of the industry."

SportsBiz has also continued to expand its client footprint, adding organizations with international sponsorship portfolios, including AWS and HSBC, while broadening its work with leading brands, properties, venues, and agency partners.

Steve Feuerstein will continue to serve as Chief Executive Officer and remain actively involved in the company's strategic direction, product innovation initiatives, and development of SportsBiz's Center for AI Excellence.

"Michael has been a tremendous asset to SportsBiz from day one," said Feuerstein. "His strategic vision, deep industry relationships, and ability to bring people together have helped accelerate our growth and strengthen our position in the marketplace. As we expand our AI platform, introduce new solutions like ApprovalLAB.ai, and continue investing in innovation, Michael is the right leader to help guide our next phase of growth."

SportsBiz is currently engaged in a \$5 million late-seed financing round that is expected to support the company's next phase of growth. The capital will be used to expand key areas of the organization, accelerate product development, strengthen AI capabilities, and bring additional AI-powered solutions to the sports industry.

The leadership announcement reflects a broader evolution underway at SportsBiz as the company continues to scale its AI platform, expand its market presence, and deliver intelligent solutions that help brands, rights holders, agencies, and venues improve performance, streamline operations, and maximize commercial outcomes.

About SportsBiz

SportsBiz is an AI-powered sports technology company helping brands, rights holders, agencies, and venues maximize commercial performance through artificial intelligence, advanced analytics, computer vision, and workflow automation. Its growing portfolio of solutions—including Venue360, Valuation Analysis & Recommendation Engine (VARE), ApprovalLAB.ai, and other AI-powered technologies—enables rights owners and sponsors to improve sponsorship valuation, optimize commercial assets, automate workflows, and make smarter, data-driven business decisions across the global sports industry.

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