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FRIDAY,
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Entertainment in Numbers: The Role of Insights in Sports and Media

GUEST SPEAKERS



NAFEES AHSAN

Senior Manager, Strategic Insights | Business Intelligence, Bell Media

With over a decade of marketing analytics experience in the sports & entertainment industry, Nafees has a passion for leveraging data to craft compelling stories and build brands. Currently in her role, she mines through numerous data sources in order to help advertisers develop and execute impactful marketing campaigns that maximize return on their investments.



MARK FIFIELD

Senior Manager, Strategic Insights | Business Intelligence, Bell Media

Mark has spent over 10 years in Canadian media across a variety of roles. Since graduating from the Humber RAP program in 2018 he specializes in uncovering consumer insights that inspire real world impact. His approach to actionable insights transforms numbers into narratives, enabling his clients and stakeholders to make data-driven decisions with confidence.

ABOUT BELL MEDIA



Bell Media is Canada's leading content creation company with premier assets in television, radio, out-of-home advertising, and digital media. Home of iconic brands such as CTV, TSN, Crave, CP24, and iHeartRadio, Bell Media's mass reach and premium content make it the #1 media company in the country.