



The McDermond Center Speaker Series

Darnall Alumni Fellow

Tuesday, March 2nd, 2021

4:00 PM - 5:00 PM

Zoom



Ann Hand '90

Chairman & CEO, Super League Gaming

For over 20 years, Ann Hand has served as a market-facing executive with a track record in brand creation and turnaround and notable delivery at the intersection of positive social impact with consumer trends and technology to create bold offers, drive consumer preference and deliver bottom line results. Currently, she serves as CEO and Chairman of Super League Gaming [{NASDAQ:SLGG}](#), a leader in bringing live esports entertainment and experiences directly to the over 2 billion gamers around the world. A global community platform producing esports tournaments and gaming-related entertainment, Super League aggregates young gamers across various ages, genres and skill-levels and provides a better way to enjoy competitive video gaming that is rooted in inclusion, empowerment and good sportsmanship. Under her leadership, Ann has raised significant private and public capital to fuel Super League's exponential growth in registered players, now close to 3 million, along with a ten-fold improvement in audience and viewership over the past twelve months.

Prior to Super League, Ann served as CEO and board director at Project Frog, a venture-backed firm with a mission is to democratize healthy, inspired buildings that are better, faster, greener and more affordable than traditional construction. While at Project Frog, she repositioned the brand to achieve year-over-year revenue growth of 2-3x while decreasing COGs by 40% while successfully securing \$42 million in equity funding. From 1998 through 2008, Ann served in a variety of senior executive positions with BP plc including Senior Vice President, Global Brand Marketing & Innovation overseeing the entire brand portfolio of B2C and B2B brands including BP, Castrol, Arco, am/pm and Aral and leading many award-winning integrated marketing campaigns. Additionally, she served as Chief Executive, Global Liquefied Gas Business Unit with full P&L accountability across 15 countries and 3,000 staff covering operations, logistics, sales and marketing doubling the business to \$3 billion in annual revenues during her tenure. Prior to BP plc, Ann worked at McDonald's and Mobil Oil Corporations in retail development and operations.

Ann holds a BA in Economics from DePauw University and an MBA from Northwestern's Kellogg School of Management and has received various recognitions including Goldman Sachs 100 Most Intriguing Entrepreneurs and Fortune's Top 10 Most Powerful Female Entrepreneurs. While she currently resides in Los Angeles, she spent a significant part of her career abroad in China and the UK and holds a dual US/UK citizenship while still being a proud Midwesterner at heart.