

ASB

ALLIANCE FOR  
SPORT BUSINESS

# Alliance for Sport Business Case Study Competition 2026

*Industry Partner: Boston Legacy FC*





## Boston Legacy FC Judges Panel

- **Mary Ellen Ladieu**, Head of Finance
- **Kelly Quigley**, Director of Partnership Activation
- **Nicholl Martin**, Membership Service Manager
- **Jammy Torres Millet**, Community Marketing Manager
- **Tom Adams**, Ticket Sales Manager



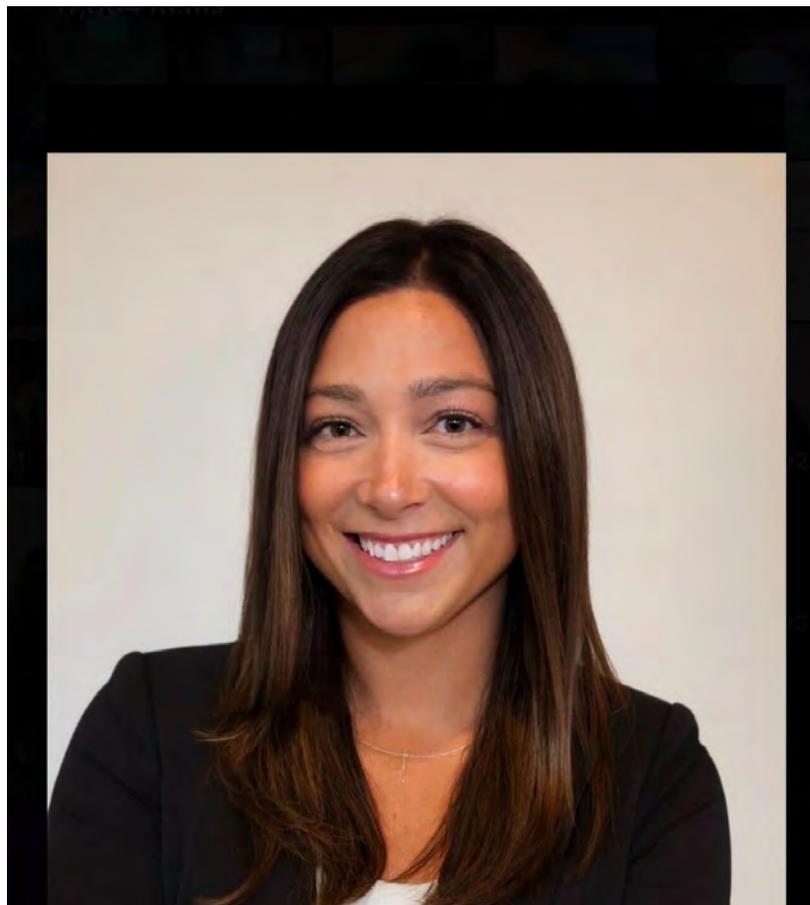
# Mary Ellen Ladieu



- Position: Head of Finance, Boston Legacy FC
- Hometown: Windsor, CT
- Education: Westminster College, Fulton MO; MBA: University of CT
- Experience: Over 25 years at ESPN & The Walt Disney Company
- ***My Why:*** *Perfect combination of my passion for sports, meeting my passion for equity in sports; Love Building a Legacy of Fandom*



# Kelly Quigley



- Position: Director of Partnership Activation
- From Massachusetts
- Education: University of New Haven
- Experience: Over ten years of experience in the industry supporting football clubs and brands, participating in major sporting events around the world.
- ***My Why:*** *Helping build a women's football club from the ground up in my home city! I am really passionate about connecting brands and clubs through opportunities that sit at the intersection of sport, business and culture*



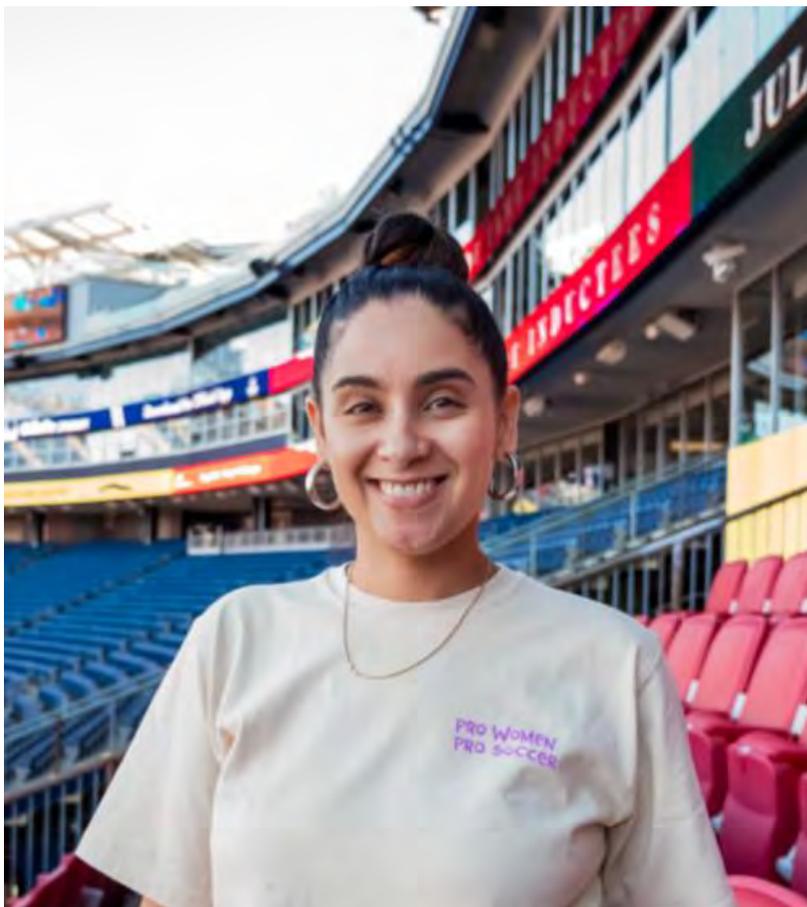
# Nicholl Martin

- Position: Membership Service Manager
- Hometown: Buffalo, NY
- Education: Canisius College (undergraduate and graduate)
- Experience: Worked in NFL and NHL on membership service side.
- ***My Why:*** *Being part of an organization that values professionalism, accountability, respect, community and connection – a place where everyone belongs is very important to me.*



# Jammy Torres Millet

- Position: Community Marketing Manager
- Hometown: Dorchester, MA
- Education: Salem State University
- Experience: Social worker by trade with a specialization in Sport Social Work
- ***My Why:*** *I am the daughter of Puerto Rican migrants who used sports as a way to socially acclimate mainland culture. They also became an outlet for me as a neurodivergent child and adult – sports became the treatment.*





# Tom Adams

- Position: Ticket Sales Manager
- Hometown: Philadelphia, PA
- Education: Syracuse University
- Experience: Previous pro sports experience working for the NY Yankees and Atlanta Hawks
- ***My Why:*** *My two older sisters and our love for the USWNT growing up. I'm excited to continue the growth of women's sports and equity across our industry!*