

Jamie Mottram is one of the leaders in fan engagement development in the digital space for sports. He is currently Director of Content Development for USA TODAY Sports Media Group, where he created the award-winning social news site For The Win. He was previously at Yahoo!, where he was Director of Blogs, Social & SEO, and AOL, where he created FanHouse. One of his key roles is developing the platforms that will keep USA Today engaged and in the conversation with a younger audience of sports fans craving content from non-traditional sports.

He has previously hosted the Sports Bloggers Live podcast on AOL and Blog Show TV segment on Comcast SportsNet. He has also appeared as a regular guest on ESPN.

Mottram founded MisterIrrelevant.com, a D.C. sports blog, in 2004 and got his start at Sandbox.com, a fantasy sports company, before that. He lives and works from his home in Wilmington, NC.