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## THE *SCOUTING REPORT*

POWERED BY



**Reggie Gossett**

THE *SCOUTING REPORT*  
EDITION #92

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Team Data Strategy Lead  
NBA

**Reggie Gossett** is the Team Data Strategy Lead at the NBA, where he guides teams in leveraging fan data and oversees leaguewide data-sharing initiatives. With a background spanning corporate partnerships, customer success, and business intelligence, he has built a career at the intersection of sports and data.

### From Graphic Design to Data Strategy

Reggie's path into the sports business wasn't straightforward. Growing up in Allen, Texas, he played football and baseball, but his early career aspirations leaned toward graphic design. At Oklahoma State University, his passion for art initially led him to pursue a degree in the field. However, stepping away from sports left a void. "After hanging up my cleats and missing the connection to sports, I switched my

major to Sports Management and started interning with the OSU Athletics Marketing office to learn as much about the business as I could."

After earning his undergraduate degree, Reggie sought further specialization in sports business, choosing to pursue graduate studies at UCF. This decision led to his first full-time role in sports with the Pittsburgh Pirates' corporate partnerships team. Managing sponsorship CRM systems there opened doors to a position with KORE Software (now Two Circles), where he expanded his expertise across ticketing, data warehousing, and corporate partnerships solutions. "This was a key stop in my journey because it most directly led to the role I'm in now," he explains. As a Director in the Data Strategy & Analytics Department at the NBA, he leads team data strategy efforts, guiding teams in leveraging fan data and overseeing leaguewide data-sharing initiatives.



### The Power of Curiosity in Sports Data

For Reggie, one of the defining traits of successful professionals in the sports business is curiosity. "Especially in data strategy, curiosity leads to exploration, which leads to innovation," he shares. In a constantly evolving industry where fan behaviors shift rapidly, the ability to uncover new solutions to complex challenges is critical.

This mindset has helped him stay ahead in his career, particularly in the fast-moving world of sports data. Innovation is driven by those willing to question existing processes and experiment with new methods. Whether working on corporate partnerships, ticketing solutions, or leaguewide analytics, his ability to explore beyond the obvious has been essential. "The ability to find new solutions to complex problems is what allows you to keep finding success in a sports fan landscape that is constantly evolving and changing," he says.

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### Seizing Opportunities & Diversifying Skillsets

Reggie encourages young professionals to take full advantage of the resources available to them in school. "I don't get to where I am today if I don't go to the free seminar that the athletic department was putting on while I was a freshman," he shares. Many schools offer sports management clubs, conference sponsorships, and internship programs – opportunities that can be game-changers for aspiring professionals. His advice is simple: Seek out these resources, get involved, and maximize the opportunities at hand. The more proactive students are in engaging with their school's sports business ecosystem, the better positioned they will be to launch successful careers.

Looking back, Reggie sees coding as a skill that could have broadened his career options. "There are two paths to working in data in sports: data strategy and data analysis," he says. His expertise falls on the strategy side, collaborating with analysts to shape business direction. Analysts, on the other hand, are deep in the numbers, building models and extracting insights. While most professionals specialize in one area, those who master both are rare and highly valuable. "If you can do both, you become a

unicorn," he notes. Developing technical skills early can help young professionals stand out in the increasingly data-driven sports industry.

### The Power of Shared Experiences

For Reggie, working in sports is personal. "My experiences in sports as a kid shaped who I am today," he reflects. The unifying power of sports – bringing people together, creating lifelong memories—made it the perfect industry for him. As he advanced in his career, his mission became clear: to contribute to sports experiences that impact others the way they shaped him. "When it came time to land on a career path, I made it my mission to work in spaces that can positively contribute to similar experiences around sport for others," he says. That purpose continues to drive his work in data strategy at the NBA today.



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4020 E Indian School  
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