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## Sports Management Program to Welcome NFL Senior Advisor

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# SPORT MANAGEMENT PROGRAM TO WELCOME NFL SENIOR ADVISOR

October 13, 2016



The Lindenwood University Sport Management Program, of the Robert W. Plaster School of Business & Entrepreneurship, will host Mike Reinfeldt, senior advisor to the NFL, for presentations on Oct. 26 and 27.

At 3:30 p.m. on Oct. 26 in the Tiered Meeting Room of the Student-Athlete Center, Reinfeldt will speak on the business of the NFL, including collective bargaining, the salary cap, and the Rams' move to Los Angeles. He will also be the featured speaker for the Sport Management Career Symposium at 9:30 a.m. on Oct. 27 in Harmon Hall's Dunseth Auditorium. Both presentations are free and open to the public.

Currently one of three senior advisors to Troy Vincent, the NFL's executive vice president of football operations, Reinfeldt enjoyed a nine-year playing career in the NFL with the Oakland Raiders and Houston Oilers. A starter for the Oilers at free safety for 107 consecutive games, Reinfeldt had his best season in 1979 when he led the NFL with 12 interceptions, tied for the fifth-best total in NFL history. He was named AFC Defensive Player of the Year, earned consensus All-Pro honors, and was a starter in the Pro Bowl.

After his playing career, Reinfeldt was an associate athletic director at the University of Southern California and a senior executive with the Oakland Raiders, Green Bay Packers, and Seattle Seahawks. In 2007, he was named General Manager of the Tennessee Titans and was promoted to chief operating officer in 2012.

During his time in the NFL as a player and executive, teams he was associated with amassed 303 wins, seven conference championship game appearances, three Super Bowls berths, and one world title (1996).

A native of North Freedom, Wis., and a 1971 graduate of Baraboo High School, Reinfeldt had a distinguished collegiate career at the University of Wisconsin—Milwaukee, was inducted into the school's athletic hall of fame in 1981, and was named a distinguished alumnus in 1997. He also holds a master's in finance from Houston Baptist University, where he was named a distinguished alumnus in 2008.