

StellarAlgo welcomes Bill Nielsen as VP of Partnership Solutions

Industry leader to helm team dedicated to meeting rising demand from corporate partners

Calgary, AB – StellarAlgo, the leading customer cloud platform for the sports and live audience industry, is pleased to welcome Bill Nielsen as Vice President of Partnership Solutions. Demand from corporate partners looking for brand-specific access to the StellarAlgo platform has increased significantly since 2020. In this role, Bill will lead the company’s brand and sponsorship products business, working directly with corporate partners looking to better understand, engage with, and activate their customers, and convert those customers into avid lifelong fans.

“StellarAlgo is one of the most innovative and compelling organizations serving the sports and live entertainment industry today. Corporate partners have told us they want and need data-driven insights into their customer behavior, and I’m excited to deliver,” said [Bill Nielsen](#), Vice President of Partnership Solutions at StellarAlgo. “I’m thrilled to have the opportunity to join this amazing team, who are true leaders in this space when it comes to understanding and executing on fan data.”

An expert in understanding the value of North American sports fans, Bill is a frequent guest speaker at partner summits and live entertainment events. A leader in the sports and live entertainment industry for more than 20 years, Bill brings a wealth of experience to his role at StellarAlgo, including VP of Partner Solutions at [Legends \(4FRONT\)](#), where he was responsible for new business development efforts across diverse sectors in the world of sports and entertainment; SVP of Sales at [Fan Manager](#), where he was responsible for new client acquisition; and VP of Sales at [Nielsen Scarborough Sports](#), where he led efforts to build a client base of 200+ U.S. sports properties.

Bill recently served on the steering committee for the [National Sports Forum](#) and is a sitting member of the Sport Management Advisory Board at [Robert Morris University \(RMU\)](#). He graduated from the University of Minnesota with a B.S. in Aerospace Engineering, and from Robert Morris University (Pittsburgh) with an M.B.A. in Sports Management. Bill, his wife, and their three children, currently reside in Denver.

“It’s my great pleasure to welcome Bill to the StellarAlgo team and kick off an exciting new chapter in our growth,” said [Joseph King](#), Chief Product Officer at StellarAlgo. “Bill has the perfect combination of experience and industry-specific expertise to lead the charge as we continue to scale to meet rising demand from corporate partners and tailor our services to their unique needs.”

StellarAlgo’s platform leverages proprietary machine learning algorithms that provide sports properties and live events organizations with predictive insights into fan retention. As VP of Partnership Solutions, Bill will help StellarAlgo to accelerate acquisitions, on multiple fronts, to initiatives that support the company’s ongoing expansion of services beyond the sports and live entertainment industry.

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About StellarAlgo:

Founded in 2016, StellarAlgo is the leading customer cloud platform for the sports and entertainment industry, serving live audience organizations in North America and Europe, including enthusiast brands, sports teams, sponsors, and live events properties. With the most modern [Data Warehouse](#) offering on the market underpinning its flagship [Customer Data Platform](#) (CDP), industry professionals use StellarAlgo's customer cloud platform to connect and engage with fans on a personalized level never before seen in the industry.

Backed by proprietary [machine learning technology](#) trained on over 40-billion interaction data points across more than 100-million unique records, StellarAlgo's customer cloud platform enables industry professionals to predict and understand how fans engage with their favorite properties while implementing a fan-centric approach that maximizes the lifetime value of their fan universe – it's the reason more than 85 major and minor league sports franchises, entertainment, and live audience organizations put the StellarAlgo platform at the core of their operations. StellarAlgo is headquartered in Calgary, Canada. For more information, please visit stellaralgo.com.

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