

**Maury Brown** Contributor*Where sports meets business*

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# The Top 100 Must-Follow Sports Business Twitter Accounts Of 2014

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*Twitter.* 140 characters. Short. Sweet. And super valuable.

If there was one fundamental change in journalism over the past 20 years that has changed the landscape, Twitter clearly ranks as one of the biggest game changers. It has allowed those that report news to have another platform to quickly provide information, and those that use it to follow news, get it, often times instantaneously, and minutes or hours before traditional news outlets post articles.

For what most of us on Forbes do, Twitter is indispensable. My account, [@BizballMaury](#), will post links to my stories, but often additional tidbits around them, other news that can be breaking in nature, and tweets from others. I will spend most of my waking day on it, either combing it for information or conversing about sports.

So, with Twitter being so critical, it seemed only fitting to go through and report on the top sports business accounts for 2014. A couple of notes about the list. Some of the accounts posted will not scream “sports”. Some involve more traditional business arms such as broadcast television and digital media, both of which are key to how we consume sports. Also, I follow each and every account for PR for the clubs across the major sports leagues, and motor racing leagues as well as all the beat writers for each team; a sizable list. These alone would cover well over 100 accounts. My blanket statement is follow each of those, *on top* of this list. Finally, these are in no particular order. There is no #1 because what is important one day may be

overshadowed by another the next. I very purposely scrambled the list up. Make sure and comb through each one, or better yet, take my word and follow all 100. You won't regret it.

## The Top 100 Sports Business Twitter Accounts of 2014

[@SportsMoneyBlog](#) – **Forbes SportsMoney**, *Sports and Money*. Your two favorite things.

Michael Ozanian, and the rest of the Forbes sports business staff and contributors will push their articles to this account. From franchise valuations, and everything in-between.

[@Ourand\\_SBJ](#) – **John Ourand**, *Media Reporter, Sports Business Journal* Ourand always seems to be on top of the television landscape as it interests with sports.

[@RodneyFort](#) - **Rodney Fort**, *Sports Economist and Professor of Sport Management, University of Michigan*

Has been collecting and providing critical sports business data publicly for free for years. Academic author, and highly recommended.

[@SBRadio](#) – **Sports Business Radio**, *Launched in 2004, We Talk to the People Who Call The Shots in the World of Sports-* hosted by Brian Berger

The best radio and podcast for sports business aficionados. Host Brian Berger not only is insightful he interviews key news makers in sports outside the lines.

[@BrianBergerPR](#) – **BBPR Inc. (Brian Berger)**, *Public Relations firm focusing on strategic and crisis communications – Since 1998. Founder/CEO of @SportsPRSummit. Media/Social Media training @EIOTR*

The man and business behind Sports Business Radio. The Sports PR Summit is fast becoming one of the best conferences in the country.

[@kbadenhausen](#) – **Kurt Badenhausen**, *Senior Editor at Forbes focused mainly on the business of sports.*

Kurt and Ozanian are the key authors for all the sports valuations that Forbes

has been known for. Must follow.

[@csettimi](#) – **Christina Settimi**, *I cover the business of sports and data-driven stories for Forbes.*

A key sports business staff member for Forbes, works many areas of sports business, including the Forbes franchise valuations.

[@RipSays](#) – **Tom Van Riper**, *Forbes Sports Business Writer*

Like Ozanian and Badenhausen, Van Riper is a key sports business writer on staff for Forbes.

[@BW\\_Sports](#) – **BW Sports News**, *Sports News Releases from Business Wire, a Berkshire Hathaway Company*

A great sports business newswire

[@paulsen\\_smw](#) – **Paulsen**, *Writer/founder, Sports Media Watch. Contributor, Sporting News.*

Television, digital, sports, ratings. Covers the sports media landscape.

[@SBJLizMullen](#) – **Liz Mullen**, *Writes about representation of professional athletes by agents, unions. Cover sports labor.*

No one covers the sports agency world better. Writes for the *SportsBusiness Journal/Daily*. Also known to post about horse racing

[@cannonjw](#) – **J.W. Cannon**, *Sportsbiz, sponsorships & marketing dude*

Not only covers sports business, but hosts the great #sbchat each Sunday evening on Twitter.

[@wmcdonn25](#) – **Wayne McDonnell, Jr.**, *Academic Chair of Sports Management – NYU SPS Tisch Sports Institute – NYU's Business of Baseball Professor – Forbes Sports Money Contributor*

Rare breed of academia and sports reporting and analysis. Also has great insight into the New York Yankees.

[@Ken\\_Rosenthal](#) – **Ken Rosenthal**, *MLB on FOX reporter, FOXSports.com senior baseball writer and MLB Network insider.*

Lovingly referred to as “Robothal” in baseball circles for seeming to be anywhere and everywhere, Rosenthal is a true baseball insider, not only breaking news on transactions, but always doing the ethical thing by referencing other reporters if they get the scoop first.

[@DanEvans108](#) – **Dan Evans**, *Former LA Dodgers’ GM Dan Evans, now with the Toronto Blue Jays & Sports Management Worldwide*  
Mentor and dispenser of insight into the front office in Major League Baseball, Dan does weekly chats for Sports Management Worldwide when not working for the Toronto Blue Jays.

[@mlbam](#) – **mlbam**, *Official Twitter of MLB Advanced Media, LP*

MLB Advanced Media is far, far more than just the digital arm of Major League Baseball. As I wrote earlier this year, they’re [The Biggest Media Company You’ve Never Heard Of](#)

[@sbjsbd](#) – **SBJ/SBD**, *Twitter home of SportsBusiness Journal and Daily, leading publications in the sports business world.*

The definitive sports business trade magazine and online resource. If you’re into sports business, you already know about the SBJ and SBD.

[@OTLonESPN](#) – **Outside The Lines**, *Outside the Lines weekdays 530pm ET & Sundays 9am ET on ESPN/WatchESPN.*

ESPN shuffled programming and for a period of time, it seemed like *Outside the Lines* might soon be gone. Thankfully, the Worldwide Leader’s most important sports news magazine is still airing.

[@TomFarrey](#) – **Tom Farrey**, *Creating + advancing dialogue on the larger topics w/@ESPN and @AspenInstSports. Author of Game On: The All-American Race to Make Champions of Our Children*  
If there’s one thing that ESPN creates, it’s dialog. But “advancing” dialog is something sorely missing in the sports business world. Farrey, thankfully, adds that.

[@McCannSportsLaw](#) – **Michael McCann**, *Sports Illustrated, @Sinow & @NBATV Legal Analyst & Writer. @UNHLaw Director of Sports & Entertainment Law Institute & Professor of Law. Massachusetts Attorney.*

Sports Illustrated is beyond blessed to have landed McCann. Prolific and detail oriented, McCann takes the often complex world of sports law and puts it in a form that all can digest without dumbing it down.

[@hbryant42](#) – **Howard Bryant**, *Writer, ESPN.com and ESPN the Magazine. Author: The Last Hero, Juicing the Game and Shut Out. Sports correspondent, National Public Radio.*

A strong columnist and unwavering in his opinions, Bryant is one of ESPN's best voices on sports outside the lines.

[@TJQuinnESPN](#) – **T.J. Quinn**, *Reporter for ESPN Investigative/Enterprise Unit, Backup Anchor for Outside the Lines, Contributor to Night Running from Wellstone Books*

When it comes to investigative reporting of sports, Quinn has few peers. Whether it has been Biogenesis or beyond, Quinn is the man you'll see covering stories or hosting for *Outside the Lines*.

[@adbrandt](#) – **Andrew Brandt**, *ESPN. Sports Illustrated*

An important front office member of the Green Bay Packers as well as a man that understands the agency world, Brandt is key to reporting business and labor facets of the NFL.

[@JonHeymanCBS](#) – **Jon Heyman**, *CBSSports.com baseball writer, insider at MLB Network and WFAN*

Like Ken Rosenthal, Heyman is one of those insider insiders. One that can often break stories on players signings.

[@GeoffBakerTIMES](#) – **Geoff Baker**, *I have changed my Twitter handle to reflect new role as Sports enterprise and investigative reporter for Seattle Times.*

The loss of Geoff Baker as a Mariners beat writer was a massive gain for the sports business world. Baker covers sports business in the Seattle market, and beyond, as good as anyone, and then some.

[@PR\\_NHL](#) – **NHL Public Relations**, *Official account of the National Hockey League Communications Department.*

When you want to get news out of the front office of the National Hockey League, but aren't a media member, here's one place where you can.

[@F1](#) – **Formula1.com**, *The Official Formula 1 Website*

The ultimate form of motor racing, F1 is a unique blend of sports and technology at the bleeding edge.

[@SportsLawGuy](#) - **Gabe Feldman**, *Director of Tulane Sports Law Program; Professor, Tulane Law School; consultant; sports lawyer; analyst; mediator/arbitrator; Assoc. Provost for NCAA Compliance*

Like McCann, Feldman has been a key voice to wading through the complex world of sports law. A must follow.

[@walsha](#) – **Alan Walsh**, *Octagon-Hockey, Sports Agent/Lawyer: Mission Statement – To protect clients rights, promote their interests and maximize their compensation.*

There are a lot of sports agents out there, but Walsh has been an active and strong voice for the NHL players he represents on Twitter. One area that he has a keen eye on is head and neck injuries.

[@SportBusiness](#) – **SportBusiness**, *Leading provider of information to the global sports industry: magazines, conferences, reports, training and consultancy.*

Not the SportsBusiness Journal, but rather a more international version.

[@SportTechie](#) – **SportTechie**, *Rumblings from the intersection of sports and technology.*

Technology and sports is something that has become a fascinating—and growing—industry. SportsTechie gives you the latest news.

[@sportsJC16](#) – **Joe Casale**, *Former agent now in the media. FWAA Member. Law, foodie, golf.*

Casale has spent years in the trenches as an agent, and now shares his insight as part of the media. Great follow.

[@BillShaikin](#) – **Bill Shaikin**, *Covering baseball on and off the field for the Los Angeles Times.*

The Los Angeles Dodgers have been a massive sports business story for, well... pretty much since they arrived in LA. But, with the Frank McCourt bankruptcy, the sale to Guiggenheim Partners, and the massive television deal

with TWC via SportsNet LA that still has yet to gain substantial carriage, Shaikin is one the most important follows you can have.

[@ESPNPR](#) – **ESPN PR**, *ESPN press releases, news and info*

When ESPN has news to share with the media, this is where it happens.

[@breakground](#) – **Don Muret**, *Facilities writer for SportsBusiness Journal*

Muret is, without a doubt, the best of the best when it comes to covering the “cement beat” of multi-million and billion dollar sports stadiums, arenas, and ballparks.

[@KristenESPN](#) – **Kristen Hudak**, *@ESPNPR gal for @MLB, @NBA, @LittleLeague World Series, FIBA & @TeamESPN.*

When members of the media get emails regarding ESPN news, Kristen is the one often sending it. Plus, the world has never met one so crazy over the Holiday season.

[@arikaplan1](#) – **Ari Kaplan**, *Caltech Alumni of the Decade ; Moneyball analyst for MLB teams, former Oracle User Group President*

I often joke that Ari is the real most interesting man in the world. His AriBall data is mind-blowing for those that follow the analytics of major league baseball.

[@Bill\\_Shea19](#) – **Bill Shea**, *Sports business, media, marketing & transportation reporter at Crain’s Detroit Business.*

Shea is smart, and covers the vastly interesting Detroit market for Crain’s. But, he’s also hilariously funny on Twitter. Oh, and there may be no bigger fan of Hunter S. Thompson in the world.

[@teammktgreport](#) – **teammktgreport**, *Team Marketing Report is your No. 1 source for sports marketing news and is the creator of the Fan Cost Index.*

Jon Greenberg and the staff at Team Marketing Report do the indispensable Fan Cost Index each year for the four N. American major sports leagues.

[@mlbtraderumors](#) – **MLB Trade Rumors**, *Official Twitter account for MLBTradeRumors.com*

The defacto MLB trade and transaction aggregator of news, MLB Trade Rumors has branched far beyond that to provide an outstanding analysis



platform, as well as a great salary arbitration database.

[@LouImbriano](#) – **Lou Imbriano**, *Venture Firm Managing Director, Professor of Sports Marketing at Boston College, Former CMO of New England Patriots & McGraw-Hill Author ~ Winning the Customer*

Great motivational information and insight from a former NFL CMO. Can often be hosting or co-hosting #sbchat with J.B. Cannon.

[@MLB\\_PLAYERS](#) – **MLBPA**, *The Major League Baseball Players Association*

The official twitter account for the union that represents players in Major League Baseball

[@TheNBPA](#) – **NBPA**, *The union for NBA players*

Key for NBA labor matters, especially in light of the union recently adding Michele Roberts as their Executive Director.

[@NFLPA](#) – **NFLPA**, *The official Twitter page of the NFL Players Association provides the latest news involving the #NFLPA and NFL players.*

The NFL has been embroiled in turmoil, really since 2011 when there was the lockout, but even more so now with the rash of domestic violence cases in the league. Key follow.

[@GeorgeAtallah](#) – **George Atallah**, *Assistant Executive Director of External Affairs at the NFLPA*

Additional commentary and information surrounding the NFLPA

[@NHLPA](#) – **NHLPA**, *National Hockey League Players' Association*

Something a bit different that the union for the NHL players does that other unions don't... they announce the retirement of veteran players that are retiring. Also key for labor matters around the NHL.

[@MLB\\_PR](#) – **MLB Public Relations**, *Behind the scenes updates, news, and notes directly from the Major League Baseball PR Department*

If you're not a media member, it doesn't mean you can't get press releases from Major League Baseball.



[@gregaiello](#) – **Greg Aiello**, *NFL PR*

A critical follow for matters of public relations for the National Football League.

[@NFLprguy](#) – **Brian McCarthy**, *Your source at the NFL league office. Works in PR for the NFL.*

Like Aiello, McCarthy is a key voice for public relations in the NFL

[@JimTrotter\\_NFL](#) – **Jim Trotter**, *NFL reporter for ESPN. Howard grad, lover of old-school music, believer in truth power.*

Rightly or wrongly, there's been the perception that NFL reporters are afraid to bite the hand that feeds, and therefore, can be a mouthpiece for the league. Trotter is not one of those. Honest, and a man that was balanced throughout the NFL's lockout in 2011, a must follow for not just labor, but general NFL news.

[@injuryexpert](#) – **Will Carroll**, *Lead Writer for Sports Medicine, Bleacher Report. Afternoon Drive with Goff & Carroll (Sirius 93)*

There are some people on Twitter that are greater than what their title is, and Carroll is one of those. Someone that has been critical to understanding not only injury in sports, but performance enhancing drugs, Will also has a strong understanding of sports labor. From *Baseball Prospectus* to *SI* to *Bleacher Report* over the years, Carroll is a must follow.

[@hangingsliders](#) – **Wendy Thurm**, *Writer, sports and other things. I watch too much baseball. Recovering lawyer, feminist, coffee drinker, potty mouth. Business of baseball insight.*

[@TSN\\_PR](#) – **TSN PR**, *Communications and behind-the-scenes content from #TSN, Canada's Sports Leader*

This was a must follow before they lost out on NHL game programming, but with talk of MLB returning to Montreal, Bell Media is important to watch.

[@WrigleyRenovate](#) – **Wrigley Renovations**, *Documenting the Wrigley Field Renovations as they happen*

Nothing too big going on here. Just renovations to the second-oldest ballpark in Major League Baseball

[@Populous](#) – **Populous**, *Global design specialists in creating environments that draw people & communities together for unforgettable experiences.*

There are a lot of sports facility architects out there, but Populous is arguably #1

[@joefav](#) – **Joe Favorito**, *30 yr. veteran sports & entertainment marketing & PR consultant, blogger, & Director of Industry Relations, Columbia Univ. Sports Mgmt*

Joe covers sports PR for what seems like everything and everyone.

[@SportsBizMiss](#) – **Kristi Dosh**, *Cover sports biz for @CampusInsiders and @theoktc (ESPN & Forbes alum), VP at @Rep\_Ink & attorney. Author of biz of college fball book: Saturday Millionaires.*

Smart and driven, Dosh, or the “Sports Biz Miss” covers all things sports business, but it has been her work on the business of college football that has really had her stand out in a crowd. Most recently with ESPN, it was a mistake by the *Worldwide Leader* to not utilize her better.

[@bcbeat](#) – **Broadcasting & Cable**, *B&C is the authoritative news source for the business of television.*

Not specifically sports-centric, but a mandatory trade outlet to track all things regarding the world of television. Given the billions of dollars involved in sports media deals, a highly recommended.

[@ToddRadom](#) – **Todd Radom**, *Native New Yorker / Graphic designer / Sports branding veteran / Visual historian*

From the Super Bowl to redesign of the Angels logo, to the creation of the Washington Nationals logo, and beyond, Radom is one of sports brightest designers. But beyond design, he’s a historian and lover of sports marks and design.

[@dfbarron](#) – **David Barron**, *Sports media writer for the Houston Chronicle, contributor to Dave Campbell’s Texas Football*

Ever since Jim Crane purchased the Houston Astros, there have been struggles to get a new regional sports network for not only baseball, but the Houston Rockets. With all the struggles around CSN Houston, there’s hope of a new regional sports network in the offing. Barron has been the key reporter of the topic, and has covered it better than anyone.

[@TurnerSportsPR](#) – **TurnerSportsPR**, *Follow Turner Sports PR for news on NBA on TNT, NBA Digital, NCAA, NCAA Digital, MLB on TBS, prof. golf, PGA.com & Bleacher Report*

If you want the news from Turner Sports on the vast array of properties they cover, this is the account to follow.

[@StatistaCharts](#) – **Statista**, *Statista is the leading online statistics portal. Follow us for daily charts and infographics.*

Not just sports, but everything statistics, Statista provides great visual representation of numbers.

[@Variety](#) – **Variety**, *The Business of Entertainment*

Sports is entertainment. Much like B&C, with so much emphasis on television in sports, following the longstanding trade magazine for the entertainment industry is a must.

[@NBCSportsPR](#) – **NBC Sports PR**, *Publicity group for NBC Sports, NBC Olympics, NBCSN, Golf Channel, 11 NBC Sports Regionals, NBC Sports Radio & all NBC Sports digital properties*

Good to follow all the time, but especially during the Olympics, NBC Sports PR is where to get press releases.

[@EricFisherSBJ](#) – **Eric Fisher**, *MLB/Digital Media/Technology writer for SportsBusiness Journal*

One of the first people I followed on Twitter, and one that may know more about MLB's league structure and news than anyone at 245 Park, the Commissioner's Office.

[@Boomskie](#) – **Barry M. Bloom**, *A national reporter, columnist at MLB.com First place column for 2014 from SD Press Club about Gwynn memorial. BBWAA, SABR, AWSM, HOF voter since 1992.*

Like Fisher, Bloom has been one covering the Commissioner's Office (as well as the Arizona Diamondbacks), for years.

[@leighsteinberg](#) – **Leigh Steinberg**, *Founder Steinberg Sports & Entertainment. 40+ years repping athletes, brands & celebrities*

Touting himself as the “real Jerry Maguire”, Steinberg has been a strong voice on the player side of the game. He’s also a key sports business contributor to Forbes.

[@SneakerNews](#) – **SneakerNews.com**, *The Authority in Sneaker News*  
Yes, if you don’t know it, sneaker culture is super big business. The art and business of the “tennis shoe”.

[@UniWatch](#) – **Paul Lukas**, *The Obsessive Study of Athletics Aesthetics*.

Much like logos, uniforms are an art form. With the massive growth of merchandise sales, the options of unis has turned into a massive 24/7/365 sports business story. Millions have been reading UniWatch for years, and Lukas is the man that drives it.

[@BrianCostaWSJ](#) – **Brian Costa**, *Sports writer at The Wall Street Journal*

One of the best. Covers sports business for the WSJ.

[@RichSandomir](#) – **Richard Sandomir**, *TV sports columnist, New York Times*

With New York being the epicenter for so many storied sports franchises, it makes sense that there would be a lot of news around television. Sandomir has been covering the beat for years.

[@MITSloan](#) – **MIT Sloan**, *The official Twitter account of MIT Sloan School of Management*.

When sports analytics are brought up, those that are serious about it attend the annual MIT Sloan Sports Analytics Conference.

[@SprtsMktgProf](#) – **Rich Campbell**, *#SportsCareers Writer: sportscareers.about.com , Sonoma St. Marketing Professor, Oregon Alum.*

A great academic and one that covers careers in sports.

[@mashable](#) – **Mashable**, *News, resources, inspiration and fun for the connected generation. Tweets by @mashable staff.*

Sure, it’s all things social media. But there are consumer products that center of sports, plus, with athletes and leagues engaged in social media more than ever before, you need to keep your finger on social media’s pulse. Mashable is one of—if not *the*—best.

[@TVbytheNumbers](#) – **TVbytheNumbers.com**, *TV Ratings, News And Analysis*

If you're into the television ratings game, but don't have direct access to Nielsen, here's where you can get it.

[@CBSSportsGang](#) – **CBS Sports PR**, *Your source for all the news coming from CBS Sports*

Get press releases from CBS Sports.

[@MiamiNewTimes](#) – **Miami New Times**, *Miami news updates from web editor extraordinaire @Jose\_D\_Duran and the city's leading alternative news source since 1987.*

Why, you ask, are you listing an alternative newspaper in Miami for sports business? One word: Biogenesis. The paper broke the MLB PED scandal that saw Alex Rodriguez and others suspended. While it's been a year since baseball's highest-paid player has been suspended, you never know if anything in the saga could surface given A-Rod's return to the Yankees for Spring Training in 2015.

[@RulingSports](#) – **Alicia Jessop**, *Sportswriter @Forbes & @HuffPostSports. Professor @UnivMiami. Attorney. Founder: RulingSports.com*

A fellow Forbes colleague, Jessop not only reports sports, she has key insights.

[@JonSchwartz1](#) – **Jon Schwartz**, *Integrated Marketing Communications at NASCAR, the sport that works for business.*

When it comes to marketing, maybe the best at it is NASCAR. Schwartz

[@NASCARmerch](#) – **NASCAR Licensing**, *#NASCAR licenses 200+ companies to make a variety of merch.*

Got Merch? NASCAR does. The best thing is, they have a Twitter account dedicated to all the businesses that make the stuff that those into the racing league wear to show their brand allegiance.

[@360Arch\\_Sports](#) – **360 Architecture Spt**, *Architecture, planning & design for sports, athletics & recreation. Other project types: commercial, higher ed, civic, specialty R/E/D*

Like Populous, the architects at 360 make the sports facilities we watch the games in.

[@ARAMARKsports](#) – **Aramark S&E**, *Aramark Sports & Entertainment delivers innovative solutions to more than 150 sports facilities, convention centers and entertainment venues in North America.*

Not all, but an awful lot of clubs in sports use ARAMARK as their concessionaire of choice. Here's where you can follow what's up with the 150 sports facilities they provide food and apparel services for.

[@HKSArchitects](#) – **HKS Architects**, *HKS is creating spaces that enhance the human experience. An architectural design firm leader, HKS operates through 27 worldwide offices.*

HKS is a massive global sports facility designer. If facilities are your thing, this is a mandatory follow.

[@DarrenHeitner](#) – **Darren Heitner**, *@HEITNERLEGAL Founder, @Forbes Contributor, @SportsAgentBlog owner, @DynastyReps CEO, Author of sportslawbook.com*

Darren is one of Forbe's best sports business contributors, but that wasn't good enough. The man runs the indispensable Sports Agent Blog.

[@SportsAgentBlog](#) – **Sports Agent Blog**, *The official Twitter account for SportsAgentBlog.com . Founder/Chief Editor = @DarrenHeitner*

If you're thinking of getting into being a sports agent, or are already one, the Twitter account for the outstanding blog.

[@CNBCSportsBiz](#) – **Sports Biz**, *Follow for breaking sports business news from @CNBC*

Let's hope that every television and online media outlet gets a dedicated sports business feed like CNBC has done. Here's their sports business account.

[@WSJSports](#) – **WSJ Sports**, *The Wall Street Journal's tireless sports nerds provide news, more news, \*eureka\* analysis, heaps of data and facts that have actually been checked*

Not everyone can afford to get a Wall St. Journal subscription, and to those that can't, you're missing some outstanding in-depth sports business reporting. Here's their Twitter account that's free.

[@schwartzstops](#), **Cory Schwartz**, *Baseball, music, politics, beer, etc...*

Don't let his Twitter description fool you. Schwartz is the Vice President of Statistics for MLB.com. Smart as a tack, and besides... has exceptional taste in music.

[@sportswatch](#) – **Neil Best**, *Mild-mannered sports media reporter for a great metropolitan newspaper (Newsday)*

Arguably the best media on media reporter there is.

[@SMWW](#) – **SMWW**, *SMWW President Dr. Lynn Lashbrook & NFL Agent is an online sport education e-vangelist offering sport career training programs to over 140 countries.*

Lashbrook heads an online sports education business, and has been Portland, Oregon's tireless cheerleader for bring MLB to the city. Quips and puns often, but SMWW's conferences are fantastic.

[@richarddeitsch](#) – **Richard Deitsch**, *Writer/Reporter for Sports Illustrated and @sinow; adjunct at @columbiajourn*

The one thing you want in a reporter is one simply unafraid to be critical when critical is due. Deitsch is not only fair and balanced on media matters, but has been one to take on ESPN when it was needed.

[@pewresearch](#), **Pew Research Center**, *Nonpartisan, non-advocacy data and analysis on the issues, attitudes and trends shaping America and the world. Also follow @FactTank, our data blog.*

Information. You can never have enough of it. Given how much sports is driven by other business sectors, following Pew is a must.

[@FactTank](#), **PewResearch FactTank**, *A blog from @pewresearch writers, pollsters & demographers. We find the news in the numbers. Tweeting about polls, data, econ, demographics...*

The best part about Pew's FactTank is that they take mountains of data and make it easy (or at least, easier) to consume.



[@Nielsen](#), **Nielsen**, *Global consumer and media insights from Nielsen.*

The granddaddy of measuring television audiences and trends. If you're into the ratings game, you have to be tightly hitched to Nielsen.

[@SponsorPitch](#) – **SponsorPitch**, *The Sponsorship Recommendation Engine – Find The Right Partners Faster With SponsorPitch's Searchable Real-Time Sponsorship Database*

Sponsorships have become such a vast part of the sports landscape, that being able to have a search engine for real-time info is not only cool, it's becoming practically mandatory.

[@DonWalkerJS](#) – **Don Walker**, *Urban affairs, City of Milwaukee, and a dollop of sports business.*

Bud Selig may be retiring as the commissioner of Major League Baseball, but there's still a lot to cover in Milwaukee. Walker is one of the best.

[@tariq\\_ahmad](#) – **Tariq Ahmad**, *Social Business Manager. Social Media Adjunct Professor. Host #smsportschat Thursdays 9p ET.*

Like the #sbchat on Sundays, the #smsportschat started on Thursday nights by [@Caleb\\_Mezzy](#) and picked up by Tariq Ahmad, have become an entertaining, educational and enjoyable part of the Twitter landscape. Not all sports, but often times discussed, Ahmad is a must follow.

[@MikeSilvaMedia](#) – **Mike Silva**, *New York Radio Personality. Co-hosts the Weekend Watchdogs every Saturday from 10a-12p. Tweet about sports and media*

The best thing about Silva isn't that he's just a sports guy that is keenly up on the Mets, he's a true media aficionado. Smart and on top of the media landscape, one of the best follows on Twitter.

[@newballpark](#) – **newballpark**, *The never ending quest for a proper home for the Oakland Athletics.*

The man once known only as "Marine Layer", there is no one in the years of covering sports business that has been as detailed and patient due to covering the seamlessly never ending story of the Oakland A's and their search for a new ballpark.

[@StadiumShadow](#) – **Shadow of Stadium**, *Sorting out facts from fiction on the Tampa Bay #Rays' campaign for a new stadium since 2009. And other Florida sports business tweets.*

Not around as long as New Ballpark, but still as detailed, Shadow of the Stadium has been covering the Tampa Bay Ray's quest for a new ballpark. Important to follow as the Rays' lease comes closer and closer to expiration, and talk of possible relocation to Montreal.

[@TurnkeySports](#) – **Turnkey Sports**, *Turnkey Sports and Entertainment is the sports and entertainment industry's leading market intelligence and executive recruiting firm.*

Data. Analytics. Executive placement. Market research. From the biggest sports leagues to the clubs that make them up, Turnkey Sports has them as their clients.

[@soshnick](#) – **Scott Soshnick**, *Bloomberg News Sports Business Writer.*

I said at the beginning of this list that I had it in no particular order. So I very purposely put one of the best sports business writers around last. An absolute must follow for all things sports business.

*Follow Maury Brown on Twitter [@BizballMaury](#).*

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