

The Sports, Society, and Technology Program Presents...

MAKE IT **UNFAIR:** How **Technology** is Changing the Way **Sports** are Played



A Public Lecture by Sam Strickling*

TUES MARCH 5th
330PM
DM SMITH BLDG.
ROOM 105

Technology is changing the way we view athletes and sports. We now have the ability to determine a runner's optimal warm-up period, measure how far home runs travel, and calculate how many laps are left in the tank. This blending of engineering and sports is quickly becoming one of the fastest growing research areas and we are just getting started. Grabbing a piece of the \$100 billion dollar industry may require engineers to put down the calculators and put on a football helmet. Come learn more about the Sports Science field and how you can get involved.

*Sam Strickling is a former Division-One Athlete (Track & Field and Football) from Baylor University. He earned a degree in mechanical engineering with minors in mathematics and business entrepreneurship. He currently works as the Academic Research Marketing Manager at National Instruments. He focuses on how technology is used in universities and he has built more than 10 sports science projects including some that involve current Georgia Tech students.

