OUR (INTER)NATIONAL PASTIME: BASEBALL FROM INCEPTION TO THE MODERN ERA

Since its inception, baseball has impacted race, politics, economics, and culture both in the United States and around the world. In this survey course we will analyze the evolution of the sport as well as the modern game with its emphasis on data and scouting.

YOUR INSTRUCTOR: KATIE KRALL, MBA

Katie Krall is a Senior Product Manager of Baseball Strategy at Hawk-Eye Innovations, a division of Sony Sports Business. She spearheads development of new products that leverage biomechanics, player tracking, bat, and ball flight data. Krall spent 2022 as a Development Coach with the Boston Red Sox where she oversaw pitch design, advance scouting and integrating data into player plans. She previously was part of the Global Strategy team at Google focusing on Google Workspace after two seasons with the Cincinnati Reds as a Baseball Operations Analyst, a position that combined the worlds of roster construction, analytics, and scouting. After graduating from Northwestern University, Krall worked for a year and a half at Major League Baseball in the Commissioner’s Office in New York City as a League Economics & Operations Coordinator. At MLB, Krall advised Clubs on 40-man roster management, MLB rules and compliance, major league administration, and salary arbitration. In 2016, Krall planned the World Series Trophy Tour for the Chicago Cubs. The previous summer, she was an Assistant General Manager in the Cape Cod Baseball League. She received her MBA from the University of Chicago’s Booth School of Business in June 2022. In fall 2023 she will be Adjunct Faculty in Northwestern’s Master’s of Sports Administration Program teaching Sports Business: Finance, Accounting, and Economics.

FRIDAYS, OCTOBER 4TH THROUGH NOVEMBER 8TH
11AM PACIFIC | 12PM MOUNTAIN | 1PM CENTRAL | 2PM EASTERN

- Live Lecture 1, Friday, September 29
- Live Lecture 2, Friday, October 6
- Live Lecture 3, Friday, October 13
- Live Lecture 4, Friday, October 20
- Live Lecture 5, Friday, October 27
- Live Lecture 6, Friday, November 3

For more information: Call OLLI at (915) 747-6280 or via email at olli@utep.edu