

THE SPORTS INTERN INDUSTRY INSIDER

TIMO SEPPA

DIRECTOR, MEN'S HOCKEY ANALYTICS
QUINNIPIAC BOBCATS

FORMER SR. MANAGER OF HOCKEY ANALYTICS, NHL



Timo Seppa is a hockey analytics pioneer who has taken his talent and expertise from the NCAA to the NHL. He began his journey as Editor in Chief at Hockey Prospectus, later consulting for NHL teams and advising the Clarkson men's hockey program on analytics. Timo also had stints as Volunteer Assistant Coach for Clarkson men's hockey and served as Senior Manager of Hockey Analytics at the NHL, before departing to take on the role of Director of Hockey Analytics for Quinnipiac University men's hockey team.

➤ AS DIRECTOR, MEN'S HOCKEY ANALYTICS AT QU:

Typical day: Tracking microstats ("analytics") of athlete and team performance.

Favorite part: Uncovering key insights that help the team win games and if you're lucky, championships.

Difficult aspect: Communicating important analytics insights in a way where they are properly understood and seen as a road to improvement, not as a threat to players or coaches.

➤ TIMO'S CAREER PATH:



Hockey Prospectus
Editor in Chief



NY Rangers & Pittsburgh Penguins
Hockey Analytics Consultant



Hockey Analytics,
Quinnipiac Men's Hockey



Analytics Advisor,
Clarkson Men's Hockey



Senior Manager,
Hockey Analytics



TIMO'S TIPS

- **Get your foot in the door.** Get in the organization or field you want, even if it's for little or no pay. You can do that while you're young.
- Impress with your attitude, energy, ideas, and work ethic.
- For team analytics, learn Python, R, and/or SQL. Learn Tableau or PowerBI.

➤ **OTHER EXPERIENCE:** Volunteer Assistant Coach, Clarkson Men's Hockey; Senior Manager, Hockey Analytics, National Hockey League; Director, Hockey Analytics, Quinnipiac Men's Hockey

➤ **EDUCATION:** B.S. in Electrical Engineering (Clarkson University); M.S. in Business Analytics (Quinnipiac University); Ph.D. in Sports Leadership candidate (Concordia University, Chicago)