



John Wirtz is a co-founder of Hudl, one of the world's leading sports performance analysis companies transforming the way coaches and athletes use video and data to improve.

John helped launch Hudl in 2006 alongside fellow University of Nebraska–Lincoln graduates David Graff and Brian Kaiser, turning a classroom concept into a global platform now serving more than 200,000 teams and employing over

2,000 people worldwide.

For nearly two decades, John served as Hudl's Chief Product Officer, guiding the company's product vision, strategy, and user experience. Under his leadership, Hudl built a suite of innovative tools that reshaped athletic performance analysis and set new industry standards. In April 2025, he transitioned into the role of Executive Advisor, where he now coaches emerging leaders, supports the executive team, and leads strategic initiatives.

John holds both an undergraduate degree and an MBA from the University of Nebraska–Lincoln. Beyond Hudl, he is deeply engaged in community and entrepreneurial development, serving on multiple boards, including Union Bank & Trust and the university's Center for Entrepreneurship.

Opening Keynote Presented by:

