

Ryan Alpert Joins the SHÖ Podcast Ahead of Georgia Tech's 2026 Football Season

The SHÖ Podcast has released a special conversation with Ryan Alpert, Vice President and Director of Athletics at Georgia Tech.

ATLANTA, GA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Special on-campus conversation explores football, athlete development and the evolving business of college sports



Harie Robinson, Ryan Alpert, and Jamal Lewis

THE SHÖ PODCAST has released a special conversation with Ryan Alpert, Vice President and Director of [Athletics](#) at Georgia Tech. The episode is available now on THE SHÖ PODCAST's YouTube channel and through SHÖ Media.

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Ryan Alpert

Recorded at Georgia Tech, the episode is hosted by former Georgia Tech wide receiver and three-year letterman Harie Robinson Jr., President of SHÖCASE Brands, and Super Bowl XXXV champion and former NFL All-Pro running back Jamal Lewis, CEO and Founder of SHÖCASE Brands. It was produced by SHÖ Media under the direction of Dominic Fondon.

Alpert discusses Georgia Tech Football's momentum under head coach Brent Key after a nine-win 2025 season, a No. 7 national ranking and the program's first Top 25 finish since 2014. He also addresses Georgia Tech's 11-Power Four-

opponent schedule, offensive coordinator George Godsey and five-time NFL All-Pro DeAndre Hopkins joining the staff as assistant wide receivers coach.

“Ryan gave athletes, families and Atlanta a transparent look at the leadership shaping Georgia Tech Athletics,” Robinson said.

Alpert also examines NIL, revenue sharing and the revenue required to support Georgia Tech's 17-sport portfolio. During 2025–26, Bobby Dodd Stadium at Hyundai Field hosted three sold-out concerts—one featuring Chris Brown and two featuring Bruno Mars—that generated a multimillion-dollar revenue lift.

The episode explores Alpert's message that selecting Georgia Tech is a "40-year decision." All 17 Georgia Tech athletics programs earned team GPAs of 3.0 or higher during Fall 2025. Alpert also discusses the \$90 million Thomas A. Fanning Student-Athlete Performance Center and its investments in sports science, nutrition, recovery and athlete optimization.

Alpert directly recognizes the SHŌCASE Athlete Ecosystem's combination of athletic development, [education](#), [mentorship](#) and life preparation.

"I think you guys are doing more than just football," Alpert told Robinson and Lewis. "You develop them as young people and teach them how to take on the challenges of life."

"Ryan's perspective gives players, families and former athletes a clearer understanding of what Georgia Tech is building," Lewis said.

The episode also addresses former-player engagement and Georgia Tech's opportunity to become "Atlanta's college sports program."

WATCH THE EPISODE

YouTube: @shocasebrands | SHŌ Media: shocasebrands.com/sho-media/

ABOUT SHŌCASE BRANDS

Led by Jamal Lewis and Harie Robinson Jr., SHŌCASE Brands develops the SHŌCASE Athlete Ecosystem and THE SHŌ PODCAST.

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