

Playing to win

Seton Hall University

Seton Hall is ramping up its championship-winning esports program to attract more students and win more glory with help from Lenovo.

Customer Problem

To boost student enrollment and engagement, Seton Hall had big plans to expand its esports program—both in terms of athletics and academics—and looked to trusted partner Lenovo for support.

Lenovo Solution

Lenovo provides Legion gaming desktops and accessories for Seton Hall's esports lab, ThinkStation workstations for student-led broadcasting and production, and expert consulting.

Business Impact

The Pirates are a force to be reckoned with, recently winning their third consecutive Big East Championship title, and Seton Hall is actively recruiting the next generation of talent.



“Over the years, Lenovo’s invaluable advice has helped us grow and mature our esports program to what it is today.”

Victor Gomez

Esports Manager & Adjunct Professor of Stillman School of Business, Seton Hall University



275 members and 1,265 unique lab users



27,000+ hours of play



6 Big East Conference titles

