

SEME 2017 – CONFERENCE SCHEDULE: DAY 1 UPDATED DRAFT 3.29, 5PM

NEW!: @ American University, Spring Valley Building, 4801 Massachusetts Avenue, NW, DC, 20016

FRIDAY, MARCH 31

8:00 AM – 9:30 AM Registration and Breakfast

8:50 AM – 9:00 AM Welcome and Introduction

Matt Winkler – SEME Executive Director; American University Program Director, MS Sports Analytics
Jimmy Lynn – Co-Founder, Kiswe Mobile; Georgetown University

9:00 AM – 9:40 AM Keynote Presentation:

Ryan Kuehl, Under Armour, Senior Vice President, Global Sports Marketing

9:50 AM – 10:30 AM State of the Industry Trends and Outlook for 2017 in Sports

Joe Briggs – Counsel, NFL Players Association (NFLPA)
John Ourand – Media Reporter, Sports Business Journal
Jennifer Matthews – Sr. Director of Marketing & Strategy, Monumental Sports Network (MSN)
John Schlieman – Vice President, , Washington Redskins (NFL)

Moderator: Matt Winkler – SEME Founder; American University Program Director

10:40:AM – 11:20 AM Leadership & Competition in a Global Sports Environment

Brian Burke – Analytics Specialist, Stats & Information Group, ESPN
Walker Fletcher – Managing Director Americas, F.C.INTERNAZIONALE MILANO
Kirsten Seckler, Chief Marketing Officer, Special Olympics International

Moderator: Steve Goodman – Chief Relationship Officer, Arjuna Solutions

11:30 AM – 12:30 PM Industry Executive Interactive Breakout Lunch Exploration

Nick Barber – Consulting, Team Services LLC
Steve Beck – President & Executive Director, Military Bowl presented by Northrop Grumman
Chase Cates – Sports Marketing Strategist, ESPN/Redskins Radio
John Fitzpatrick – Manager, Player Marketing, NFL Players Association (NFLPA)
Ashley Forrester – Manager, Communications & Marketing, Events DC
Marc Goldman – Sponsorship & Marketing Manager, The Marine Coprs Marathon
Alan Gromest – Manager, Human Resources, Washington Nationals (MLB)
Jeremy Howard – Vice President, Sales at Comcast Sportsnet Mid-Atlantic
Rebecca King – Marketing Director, Perennial Sports and Entertainment
Tony Korson – Chief Executive Officer, KOA Sports
Keely O'Brien – Vice President, Events, Lagardere Unlimited
Alyssa Romano – Senior Manager, Communications, Octagon
Joe Schoenbauer – Director, U.S. Operations, James Grant Sports
Kirsten Seckler, Chief Marketing Officer, Special Olympics International
Matt Sincaglia – Director of Strategy, RedPeg Marketing
Brett Sullivan – Digital Sales Manager, NBC Sports Regional Networks (CSN Mid-Atlantic)
Alyse Toulotte – Account Manager, Octagon
Mary Sirico – Talent Acquisition Manager, Octagon
Brian Straus – Staff Writer, Sports Illustrated
Patrick Wixted – Vice President, Ketchum Sports & Entertainment
Cyrus Zolghadri – Founder & President, Formula Sports & Entertainment

12:40 PM – 1:30 PM

Keynote Presentation

Tobias Sherman – WME / IMG, Head of Global eSports

1:40 PM – 2:20 PM

The Evolution of Media + Social Consumption in Sports

Shawn McBride – Executive Vice President, Ketchum Sports & Entertainment
Alyssa Romano – Senior Management, Communications, Octagon
Gianina Thompson – Senior Publicist, ESPN
Tony Wylie – Senior Vice President, Washington Redskins (NFL)

Moderator: Jimmy Lynn – Co-founder and Vice President, Kiswe Mobile

2:30 PM – 3:10 PM

Talent Search & Career Acceleration

John Ferguson – Director, Human Resources, Monumental Sports & Entertainment
Darian Johnson – Manager, Marketing Operations & Service, Teamwork Online
Alan Gromest – Manager, Human Resources, Washington Nationals (MLB)
Mary Sirico – Talent Acquisition Manager, Octagon

Moderator: Meredith Geisler – Senior Vice President, Tandem Sports + Entertainment

3:20 PM – 3:55 PM

The Big Show: Navigating the Volatile Global Business Intersection of the Sports & Events Experience

Angela Alfano – Corporate Communication, Tough Mudder
Brooke Beyer – Senior Assistant General Counsel, Sponsorship & Licensing, NASCAR
Piper Mitchell – Staff Attorney, Events DC
Jamey Sunshine – Managing Director, LeadDog Sports, LeadDog Marketing Group

Moderator: Chris Hudgins, General Manager, Team Services LLC

3:55PM – 4:35 PM

Sports Analytics, Fantasy, Mobile, eSports & Virtual Reality: What's next in an Explosive Landscape

PRESENTED BY

Steve Argeris – Associate General Counsel, Carolina Panthers (NFL)
Grant Hastings, Director, Business Development, Monumental Sports Network (MSN)
Brian Josephs – Enterprise Sales Director, Sportradar US
Britton S. Miller – Senior Vice President, Fortress

Moderator: David Eyl – Head of Sports & Entertainment, Haystax Technology

4:40 PM SHARP

Road Trip ! Buses leave for National Park area

5:30 PM – 7:30 PM

SEME Kick-Off Reception -

**Top of the Yard @
Hampton Inn &
Suites Navy Yard
Outside Nationals Park
Nationals vs. Red Sox**

Includes both an indoor and outdoor reception rain space



CONCLUSION OF DAY ONE

SEME 2017 – CONFERENCE SCHEDULE: DAY 2

@ American University, Ward Building, School of Public Affairs

SATURDAY, APRIL 1

9:00 AM – 9:45 AM

Registration and Breakfast

9:15 AM – 9:30 AM

Welcome: Matt Winkler – SEME Founder & Executive Director; American University

9:30 AM – 10:15 AM

#BreakfastWithBuffy



Buffy Filippell – Founder & President, Teamwork Online

10:30 AM – 11:15 AM

Social Impact, Responsibility & Community Engagement in Sports

Meredith Aronson – Director, Strategy & Partnerships, National Foundation on Fitness, Sports & Nutrition
Ryan Murphy – Program Officer, SportsUnited Division, U.S. State Department.
Charles Sperduto – Manager, Baseball/Softball Operations, Washington Nationals Youth Baseball Academy

Moderator: Omari Faulkner – Adjunct faculty, Georgetown University

11:20 AM – 11:55AM

Interactive Keynote Discussion:

Daniel Kaufman, Managing Director, SportTechie

12:00 AM – 1:00 PM

Young Professionals Speed-Networking Lunch Breakout & Personal Brand Elevator Pitch Challenge

Meredith Aronson – Director, Strategy & Partnerships, National Foundation on Fitness, Sports & Nutrition
Alex Kerman – Member Services & Business Development, Sports & Fitness Industry Association (SFIA)
Arinze Emeagwali – Marketing Coordinator, PepsiCo
John Fitzpatrick – Manager, Player Marketing, NFL Players Association (NFLPA)
Trevin Jagers – Team Sales Coordinator, Under Armour
Ryan Murphy – Program Officer, SportsUnited Division, U.S. State Department.
Brandon Putnam – Marketing Manager, Washington Wizards/Mystics (NBA/WNBA)
Brandon Sanchez – Program Coordinator, Athletes for Hope
Megan Schneider – Staff Writer, US Lacrosse
Mary Sirico – Talent Acquisition Manager, Octagon
Charles Sperduto – Manager, Baseball/Softball Operations, Washington Nationals Youth Baseball Academy
Jason Stein – Partnership Development, Front Office Sports
Mark Washo – Chief Business Officer, Rochester Rhinos Soccer Club
Chris Weiner – Account Executive, Premium Seating, Washington Redskins (NFL)
Mark Wysocki – Account Supervisor, Taylor
Craig Wiesen – President, Eye Popper Digital

Personal Brand Elevator Pitch Challenge

Buffy Filippell – Founder & President, Teamwork Online

Keith Scully – EVP, Strategic Noise Branding, LLC; Adjunct Professor, Georgetown University & Josoor Institute (Qatar)

1:15 PM – 2:00PM

**Show Me The Money - A 360 Degree Immersion:
Consumer Engagement to Revenue Generation Activation**

Brandon Putnam – Marketing Manager Washington Wizards/Mystics (NBA/WNBA)

Mark Washo – Chief Business Officer, Rochester Rhinos Soccer Club

Chris Weiner – Director, Business Operations & Executive Entertainment, Washington Redskins (NFL)

Moderator: Keith Scully – EVP, Strategic Noise Branding, LLC; Adjunct Professor, Georgetown University & Josoor Institute (Qatar)

2:10 PM – 2:40 PM

**The Medium is the Message: Redefining Brand Management in a Real
Time World**

LaRhonda Burley – Senior Director, Partnership Marketing, Washington Redskins (NFL)

Chitta Mallik – Senior Vice President - Football Division, Perennial Sports & Entertainment

Bram Weinstein – Broadcaster, ESPN Radio; Host, SportTechie Podcast

Moderator: Bobby Goldwater – The Goldwater Group / Georgetown Professor

2:40 PM – 3:00 PM

The SEME Wrap-Up Show: Building Your Personal Brand

CONFERENCE CONCLUDES



THANK YOU & SEE YOU IN 2018!

Discount Tickets available on SEME web site for:

**DC United v.
Philadelphia Union
RFK Stadium
7:00pm**