

@ American University, Spring Valley Building, Room 602

FRIDAY, APRIL 6

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, Director, Online M.S. in Sports Analytics
Jimmy Lynn – Co-Founder, Kiswe Mobile; Georgetown University

9:05 AM – 9:40 AM Keynote Presentation:



Ahmad Nassar – President, NFL Players Inc.

9:50 AM – 10:40 AM State of the Industry Trends and Outlook for 2018 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
Matthew Stanton – Vice President, Global Public Policy, Under Armour

Moderator: Matt Winkler – SEME Executive Director; American University

10:50 AM – 11:40 AM Leadership & Competition in a Global Sports Environment

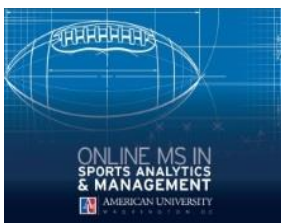
Brian Burke – Analytics Specialist, Stats & Information Group, ESPN
Walker Fletcher – Managing Director Americas, F.C. INTERNAZIONALE MILANO
Kirsten Seckler – Chief Marketing Officer, Special Olympics International

Moderator: Steve Goodman – Chief Relationship Officer, Arjuna Solutions

11:50 AM – 12:40 PM Industry Executive Interactive Breakout Lunch Exploration

Lunch @ Room 619

Sponsored by



Ryan Bartholomew – Director of Marketing & Ticketing, NCAA Military Bowl presented by Northrop Grumman
Steve Beck – President & Executive Director, NCAA Military Bowl presented by Northrop Grumman
Chase Cates – Sports Marketing Strategist, ESPN/Redskins Radio
Marc Goldman – Sponsorship & Marketing Manager, The Marine Corps Marathon
Tony Korson – Chief Executive Officer, KOA Sports
Luke Mohamed – Director of Corporate Partnerships, DC United (MLS)
Rachel Northridge – Client Services Manager, Monumental Sports & Entertainment
Ben Richardson – Coordinator, Corporate Partnerships, Team Services LLC
Joe Schoenbauer – Director, U.S. Operations, James Grant Sports
Robert Sherman – Assistant Athletics Director, American University
Matt Sincaglia – Director of Strategy, RedPeg Marketing
Mary Sirico – Talent Acquisition Manager, Octagon
Patrick Wixted – Vice President, Ketchum Sports & Entertainment

12:50 PM – 1:40 PM

Keynote Conversation

Jim Brady, ESPN
David Aldridge, NBA.com / Turner Sports

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

1:50 PM – 2:40 PM

The Evolution of Media + Social Consumption in Sports

Alyssa Romano – Senior Management, Communications, Octagon
Zach Seidel – Director, Multimedia Communications, UMBC Athletics
Jacque Skowvron – Manager, Communications, DICK'S Sporting Goods
Gianina Thompson – Senior Publicist, ESPN
Tony Wylie – Senior Vice President, Washington Redskins (NFL)
Andy Zipfel – Sports & Entertainment, EVERFI

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

2:50 PM – 3:30 PM

Talent Search & Career Acceleration

John Ferguson – Director, Human Resources, Monumental Sports & Entertainment
Buffy Filippell – Founder & President, Teamwork Online
Mary Sirico – Talent Acquisition Manager, Octagon

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

3:40 PM – 4:20 PM

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

Jana Brooks – Manager, Event and Tenant Services, Maryland Stadium Authority
Brooke Beyer – Senior Assistant General Counsel, Sponsorship & Licensing, NASCAR
Scott Horner – Senior Director, North American Sales & Marketing Group, Octagon
Dave Lang – Director of Digital Media, Baltimore Ravens (NFL)

Moderator: Chris Hudgins, General Manager, Team Services LLC

4:20 PM – 4:58 PM

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

Grant Hastings – Director, Business Development, Monumental Sports Network
Daniel Kaufman – Managing Director, SportTechie
Britton S. Miller – Senior Vice President, Fortress
John Peters – Vice President of Business Development, SFIA - Sports & Fitness Industry Association

Moderator: Andrew Smith – Associate Athletics Director, American University

4:59 PM SHARP!

Road Trip ! Buses leave for National Park area

5:30 PM – 7:30 PM

SEME Kick-Off Reception – Top of the Yard

Top of the Yard
@ Hampton Inn &
Suites Navy Yard

Welcome from Valerie Camillo, Washington Nationals (MLB), Chief Revenue Officer

Indoor and outdoor space outside Nationals Park

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CONCLUSION OF DAY ONE

SEME 2017 – CONFERENCE SCHEDULE: DAY 2

#SEME18

@ American University, Spring Valley Building, Room 602

SATURDAY, APRIL 7

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 Filippelli – Founder & President, Teamwork Online

10:30 AM – 11:15 AM

Social Impact, Responsibility & Community Engagement in Sports

Taylor Brown – Chief Financial & Administrative Officer, PeacePlayers International
Ryan Murphy – Program Officer, SportsUnited Division, U.S. State Department.
Erika Mueller – Officer, Peace Corps, International Sport for Development and Peace
Katina Lee – Senior Director, Operations, Washington Nationals Youth Baseball Academy

Moderator: Omari Faulkner – Commissioner, Loudoun County Economic Development Advisory Commission

11:20 AM – 11:50 AM

Interactive Keynote Discussion:

ROC NATION

Joe Branch – Managing Director, Basketball, Roc Nation Sports

11:50 AM – 12:50 PM

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

Lunch @ Room 619

Letty Booth – Player Relations Coordinator, MLS Players Association
Katrina Clayton – Marketing Coordinator, Monumental Sports & Entertainment
Mick Davis – Co-Founder, Rabil Events
Chevonne Mansfield – Athletic Director Relations, LEAD1 Association
Mel Leszcynski – EKIN, Brand Marketing, Nike
Megan Rosburg – Associate Merchant, Under Armour
Andi Perelman – Director, Social Media, Pittsburgh Penguins (NHL)
Tyler Steinhardt – GM, Lacrosse Network, Whistle Sports Network
Mark Washo – Chief Business Officer, Rochester Rhinos Soccer Club
Craig Wiesen – President, Eye Popper Digital

Pitch @ Room 602

Personal Brand Elevator Pitch Challenge

Buffy Filippelli – Founder & President, Teamwork Online
Bobby Goldwater – The Goldwater Group / Georgetown Professor
Keith Scully – EVP, Strategic Noise Branding, LLC; Adjunct Professor, Georgetown

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1:00 PM – 1:50PM

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

Mick Davis – Co-Founder, Rabil Events
Adam Grossman – CEO, Block Six Analytics / Northwestern University
Tyler Steinhardt – GM, Lacrosse Network, Whistle Sports Network
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 / Georgetown University

2:00 PM –2:50 PM

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

LaRhonda Burley – Partner Services, NFL Players Inc.
Adam Klionsky – Communications Manager, New England Revolution (MLS)
Andi Perelman – Director, Social Media, Pittsburgh Penguins (NHL)
Bram Weinstein – Broadcaster, ESPN Radio; Host, SportTechie Podcast

Moderator: Bobby Goldwater – The Goldwater Group / Georgetown Professor

2:50 PM – 2:59 PM

The SEME Wrap-Up Show: Building Your Personal Brand

CONFERENCE CONCLUDES

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THANK YOU & SEE YOU IN 2019!