

SEME 2019 – CONFERENCE SCHEDULE: DAY 1 TENTATIVE UPDATED 3.27

@ Spring Valley Building (SVB), Room 602, American University, 4801 Massachusetts Avenue, NW, 20016

FRIDAY, APRIL 5

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

8:45 AM – 8:55 AM Welcome and Introduction

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

8:55 AM – 9:50 AM Keynote Presentation:



Kirsten Seckler – Chief Brand Officer, Special Olympics

10:00 AM – 10:50 AM State of the Industry Trends and Outlook for 2019 in Sports

Joe Briggs – Counsel, NFL Players Association
Chris Dougan – Chief Communications Officer, Genius Sports
Scott Horner – Vice President, Sales & Marketing Group, Octagon
Jennifer Matthews – Sr. Director of Marketing & Strategy, Monumental Sports Network
John Peters – Vice President of Business Development, SFIA - Sports & Fitness Industry Association

Moderator: Matt Winkler – SEME Executive Director; American University

11:00 AM – 11:50 AM Competitive Advantage in a Global Sports Marketplace

Christian Matthews – Vice President, Strategy & Sponsorship, Washington Redskins (NFL)
Jacque Skowron – Manager, Communications, DICK'S Sporting Goods
Kelly Wolf – Vice President, Octagon Global
Teri Patterson – Chief Operating Officer, NFL Players Association

Moderator: Andrew Smith – Association AD, Operations & Compliance, American University

11:50 AM – 1:00 PM Industry Executive Interactive Breakout Lunch Exploration

Lunch @ Room, 619pm

Sponsored by

American University Online
M.S. in Sports Analytics &
Management



Chase Cates – Marketing Manager, Washington Redskins (NFL)
Chris Davis – Ticketing & Sales Manager, Tiger Woods Foundation / PGA Tour
Lucy Eckard – Coordinator, Events, NFL Players Association
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
Lucy Prendeville – Director, Team Operations, Under Armour
Mary Sirico – Talent Acquisition Manager, Octagon
Steven Tiller – Manager of Facilities, Events DC Sports & Entertainment
Patrick Wixted – Vice President, Ketchum Sports & Entertainment
Bobby Treseler, CMO, NCAA Military Bowl presented by Northrop Grumman
TBD

1:00 PM – 1:40 PM



Keynote Conversation

Nathan Lindberg – Global Sponsorship Sales, Amazon Twitch

1:50 PM – 2:40 PM

The Evolution of Media + Social Consumption in Sports

Hosted by: Jimmy Lynn, Kiswe Mobile / Georgetown University

David Aldridge – Editor-in-Chief, The Athletic
Tony Wylie – Senior Vice President, Washington Redskins (NFL)
Irene Karistinos Candela – Senior Account Executive, Bleacher Report
Caitlin Mangum – Content Creator/Host, Monumental Sports Network

2:50 PM – 3:40 PM

Talent Search & Career Acceleration

John Ferguson – Sr. Director, People & Culture, Monumental Sports & Entertainment
Buffy Filippelli – Founder & President, Teamwork Online
Mary Sirico – Director of Talent Acquisition, Culture Curator, Octagon
Jesse Tomares – Sports Consulting, Creative Artist Agency (CAA)
HR Washington Nationals (MLB)

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

3:50 PM – 4:40 PM

The Big Show: Navigating the Intersection of the Sports & Events Experience with Properties, Content & Participants

Brooke Beyer – Senior Assistant General Counsel, Sponsorship & Licensing, NASCAR
Jerry Gigante Director, Sales, PGA Tour
Kate Hogan – Director of Consulting & Events, Fenway Sports Management
Dan Callahan – Associate Vice President, Corporate Partnerships, Tiger Woods Foundation
Erik Moses – Chief Executive Officers, Washington XFL Team (XFL)

Moderator: **Jason Mollica** – Executive/Professor, American University School of Communications

4:40 PM – 5:30 PM

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

Daniel Kaufman – Managing Director, SportTechie
Russell Scibetti – President, KORE Planning Insights
Britton S. Miller – Senior Vice President, Fortress ?
Brett Sullivan – Vice President, Sales, NBC Sports

Moderator: **Jeremi Duru** – Distinguished Author & Professor, American University Law School

Attendees with Wizards tickets can depart for Capital One Arena

CONCLUSION OF DAY ONE

SEME 2019 – CONFERENCE SCHEDULE: DAY 2

@ American University, Spring Valley Building, Room 602

SATURDAY, APRIL 6

9:00 AM – 9:45 AM

Registration and Breakfast

9:00 AM – 9:15 AM

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

9:15 AM – 10:00 AM

#BreakfastWithBuffy



Buffy Filippell – Founder & President, Teamwork Online

10:00 AM – 11:00 AM

Interactive Keynote Discussion:



Jason Levien– Owner, DC United (MLS) / Swansea City FC / NBA

11:10 AM – 11:55AM

Social Impact, Responsibility & Community Engagement in Sports

Trina Bolton –Sports Diplomacy Officer, U.S. State Department
Keenan Harrell, Community Relations Coordinator, Baltimore Ravens (NFL)
Katina Lee – Senior Director, Operations, Washington Nationals Youth Baseball Academy
Darian Johnson – Marketing Manager, Sports & Entertainment, EVERFI
Billy Walker – Director of Athletics & Recreation, American University

Moderator: Omari Faulkner – Author / Adjunct faculty, Georgetown University

11:55 AM – 1:00 PM

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

Lunch @ Room 619

Trina Bolton –Sports Diplomacy Officer, U.S. State Department
LaRhonda Burley – Vice President, National Fitness Foundation
John Fitzpatrick – Marketing Manager, NFL Players Association (NFLPA)
Keenan Harrell, Community Relations Coordinator, Baltimore Ravens (NFL)
Darian Johnson – Marketing Manager, Sports & Entertainment, EVERFI
Adam Klionsky – Communications Manager, New England Revolution (MLS)
Chevonne Mansfield – Athletic Director Relations, LEAD1 Association
Jenn Romanoff – Senior Manager, Global Partnerships, Sports & Entertainment, Marriott
Charles Spurduto – Senior Manager, Operations, Washington Nationals Youth Foundation
Chris Weiner – Director, Business Operations & Executive Entertainment, Washington Redskins (NFL)
TBD

Pitch @ Room 602

Personal Brand Elevator Pitch Challenge

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

1:10 PM – 1:50PM

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

John Fitzpatrick – Marketing Manager, NFL Players Association (NFLPA)
George Perry – Industry Executive, NFL / NCAA / WUSA / SiriusXM / Visa
Jenn Romanoff – Sr Manager, Global Partnerships-Entertainment, Marriott
Chris Weiner – Director, Business Operations & Executive Entertainment, Washington Redskins (NFL)

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

2:00 PM –2:50 PM

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

LaRhonda Burley – Vice President, National Fitness Foundation
Rachel Hopmayer – Production & Digital, NBC Sports
Adam Klionsky – Communications Manager, New England Revolution (MLS)
Bram Weinstein – Fox Chanenl 5 / former ESPN SportsCenter anchor

Moderator: Bobby Goldwater – The Goldwater Group / Georgetown Professor

2:40 PM – 2:59 PM

The SEME Wrap-Up Show: Building Your Personal Brand

CONFERENCE CONCLUDES



THANK YOU & SEE YOU IN 2020!