

FRIDAY, MARCH 24

American University – Spring Valley Building (SVB) – Room 602 (4801 Massachusetts Ave NW, Washington, DC 20016)

<p><b>8:00 AM – 9:30 AM</b></p>	<p><b>Registration and Breakfast</b></p>
<p><b>8:45 AM – 8:55 AM</b></p>	<p><b>Welcome and Introduction from the Co-founders</b></p> <p>Matt Winkler – SEME Co-Founder / American University Online M.S. in Sports Analytics &amp; Management          Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University          Buffy Filippell – Founder, TeamWork Online</p>
<p><b>8:55 AM – 9:40 AM</b></p>	<p><b>Keynote Presentation: Andy Kauffman – Senior Vice President, Marketing Strategy &amp; Science, National Football League (NFL)</b></p>
<p><b>9:50 AM – 10:30 AM</b></p>	<p><b>State of the Industry Trends and Outlook For 2023 &amp; Beyond</b></p> <p>Joe Briggs – Executive Strategist of ABLE at amazon / fmr NFLPA Counsel          Jen Gallagher – Government Relations, U.S. Olympic &amp; Paralympic Committee (USOPC)          Darren Montgomery – Sr. Vice President, Sales &amp; Arena Events, Monumental Sports &amp; Entertainment          Tisha Thompson – Enterprise Reporter, ESPN</p> <p><b>Moderator:</b> Matt Winkler – SEME Executive Director; American University / M.S. Sports Analytics</p>
<p><b>10:30 AM – 11:10 AM</b></p>	<p><b>Fireside Chat: Andrew Bimson – President &amp; Chief Operating Officer: North America, Sportradar</b></p> <p><b>Hosted by Dan Kaufman – Managing Director, Sports Technology at SportsBusiness Journal (SBJ)</b></p>
<p><b>11:15 AM – 12:00 PM</b></p>	<p><b>The Post-Pandemic Effect: Opportunities, Challenges &amp; Lessons Learned</b></p> <p>Ann Kitt Carpenetti – Vice President, Sport Growth, Safety &amp; Performance, USA Lacrosse          Cait DeBaun – VP, Strategic Communications &amp; Responsibility, American Gaming Association          Andrew V. Morris III – Public Policy/Staff Counsel, NFL Players Association (NFLPA)          Patrick Wixted – Senior Vice President, Ketchum Sports</p> <p><b>Moderator:</b> Andrew Smith – Manager of Trading Compliance, BetMGM</p>
<p><b>12:00 PM – 12:55 PM</b></p> <p><i>Sponsored by:</i></p> <p><b>American University          Online M.S. in          Sports Analytics &amp;          Management</b></p>	<p><b>Interactive Networking Lunch &amp; Personal Brand Pitch Challenge</b>  <b><i>Selling Your Way into the Sports Industry: Best Practices and Secrets for Success</i></b></p> <p>Sam Barlow – Director, Inside Sales, Washington Commanders (NFL)          Emily Caron – Sports Business Reporter, Sportico          Gray Iaquinto – Manager, Inside Sales, Washington Wizards (NBA)          Lauren Kenney – Director of Ticket Sales, Washington Spirit (NWSL)          Rachel Northridge – Director, Suites Services, Monumental Sports / Capital One Arena          Ashley Rix – Director, Corporate Partnerships, Events DC          Noah Rubin – Inside Service, Washington Nationals (MLB)</p> <p><b>Host:</b> Michelle Price – Vice President, Business Operations, Teamwork Online</p>
<p><b>1:00 PM – 1:40 PM</b></p>	<p><b>Alex Smith – VP, Regulatory Affairs, Fanatics Betting &amp; Gaming</b></p> <p><b>Hosted by Matt Winkler – SEME Co-Founder / American University Online M.S. in Sports Analytics &amp; Management</b></p>

<p><b>1:40 PM – 2:30 PM</b></p>	<p><b>The Evolution of Media + Social Consumption in Sports</b></p> <p><b>Hosted by: Jimmy Lynn – Kiswe Mobile / Georgetown University McDonough</b></p> <p>Scott Horner – Vice President, North American Sales &amp; Marketing Group, Octagon  Jennifer Matthews – Vice President, Brand Strategy, FanDuel  Andi Perelman – Vice President, Digital, Pittsburgh Penguins (NHL)  Amir Zonozi – President &amp; Co-founder, Zoomph</p>
<p><b>2:40 PM – 3:20 PM</b></p>	<p><b>The New Sports Job Search: Human Capital &amp; Career Acceleration</b></p> <p>Buffy Filippell – Founder &amp; President, Teamwork Online  Kimberly Marcus – Vice President, Diversity, Equity, and Inclusion, Monumental Sports/Entertainment  Michael O'Neill – Chief Human Resource Officer, Major League Baseball Players Association  Mary Sirico – Vice President, People and Culture, Octagon</p> <p><b>Moderator:</b> Meredith Geisler – George Washington University</p>
<p><b>3:20 PM – 4:00 PM</b></p>	<p><b>Keynote Fireside Chat: Jessica Berman, Commissioner, National Women's Soccer League (NWSL)</b>  <i>Virtual:</i>  <b>With Christine Brennan – USA Today, CNN, ABC News, PBS NPR' and best-selling author</b></p>
<p><b>4:05 PM – 4:50 PM</b></p>	<p><b>The Big Show: Navigating the Intersection of the Sports &amp; Event Experience with Properties &amp; Partners</b></p> <p>Dan Callahan – Associate Vice President, Corporate Partnerships, Tiger Woods Foundation  Christina Friedberg Filler – Sr. Sponsorship Program Manager, AWS re:Invent,, Amazon Web Services (AWS)  Marc Goldman – Senior Director, Partnerships, NCAA Military Bowl / PA Announcer DC Defender (XFL)  Shelbi Hendricks – SVP, Strategy &amp; Growth, OneTeam Partners</p> <p><b>Moderator:</b> Jason Mollica – Executive/Professor, American University School of Communications</p>
<p><b>4:50 PM – 5:35 PM</b></p>	<p><b>Sports Technology, CRM, eSports, AI, &amp; VR: What's next in an Explosive Landscape</b></p> <p>Benita Fitzgerald Mosely – Head of Community &amp; Impact; President of FundPlay, LeagueApps  Dior Ginyard – Athlete Marketing &amp; Partnerships, Dapper Labs/Forbes 30 Under 30  Alex Kerman – Director, Business Operations &amp; Research, Sports Fitness Industry Association (SFIA)  Britton S. Miller – Executive Vice President, North America, Fortress</p> <p><b>Moderator:</b> David Eyl – Assistant Professor, Sport Management at Shenandoah University</p>
<p><b>7:00 pm</b></p>	<p><b>San Antonio Spurs vs. Washington Wizards (NBA) – Capital One Arena</b></p>

CONCLUSION OF DAY ONE

**SEME 2023– CONFERENCE SCHEDULE: DAY 2**

**SATURDAY, MARCH 25**

American University –Spring Valley Building (SVB) – Room 602 (4801 Massachusetts Ave NW, Washington, DC 20016)

<p><b>8:00 AM – 9:30 AM</b></p>	<p><b>Registration and Breakfast</b></p>
<p><b>9:15 AM – 10:00 AM</b></p> <p></p>	<p><b>#BreakfastWithBuffy</b></p> <p><b>Buffy Filippelli – Founder &amp; President, Teamwork Online</b></p>
<p><b>10:10 AM – 11:00 AM</b></p>	<p><b>Social Impact, Community Engagement &amp; Corporate Responsibility in Sports</b></p> <p>Brian Alexander – Managing Director, Organizational Performance, Washington Nationals Philanthropies  Michael Vaughan Cherubin – Director, National Program Expansion, U.S. Soccer Foundation  Alisha Greenberg – Sports Culture &amp; Philanthropy Advisor, Rounding Third LLC  Chineze Nwagbo – Director, Player Programs &amp; Engagement, NFL Players Association (NFLPA)</p> <p><b>Moderator:</b> Wylie Chen – Entrepreneur/Educator/Consultant, Faculty, American University</p>
<p><b>11:10 AM – 11:50 PM</b></p>	<p><b>The Game within the Game: Inside NCAA NIL (Name, Image, Likeness) &amp; Athlete Empowerment</b></p> <p>Malcolm Grace – Deputy AD, Compliance &amp; NCAA Governance, George Mason University (NCAA)  Nicole Mahzoun – Player Manager, Player Affairs, NFL Players Association (NFLPA)  Aaron Solender – College Strategy &amp; Operations, OneTeam Partners  Carly Tower – Account Director, Altius Partners</p> <p><b>Moderator:</b> Chris Ray – Associate AD, Compliance &amp; Governance, American University (NCAA)</p>
<p><b>11:50 AM – 12:40 PM</b></p>	<p><b>Interactive Networking Lunch &amp; Personal Brand Pitch Challenge</b>  <i>Building a Fan Base as Your Career: Revenue Generation from Sale to Seats</i></p> <p>Benjamin Krakower – Regional Director of Sales, Live Nation  Rachel Northridge – Director, Suites Services, Monumental Sports / Capital One Arena  Michelle Price – Vice President, Business Operations, Teamwork Online  Harper Snyder – Account Manager, Brand Partnerships, Wasserman</p>
<p><b>12:40 PM – 1:15 PM</b></p> <p><i>Sponsored by:</i>  <b>Sports Analytics Club Program (SACP)</b></p> 	<p><b>All Stars for the Next Generation of Sports Analytics and Data-Driven Decision Making</b>  <i>Sports Analytics Club Program (SACP) X NBA X Wasserman Mentoring Program</i></p> <p>Dr. Anton Dahbura – Professor, John Hopkins University / Former owner, Hagerstown Suns  Shane Daughtry – Student, Wharton School, UPenn / Founder, Fordham Prep Sports Analytics Club  Dean Oliver – Assistant Coach, Washington Wizards (NBA) / Author of Basketball on Paper</p> <p><b>Moderator:</b> Robert “Dean” Clayton – CEO and Founder, The Sports Analytics Club Program, Inc</p>
<p><b>1:20 PM – 2:00 PM</b></p>	<p><b>Interactive Fireside Chat: Tatia Williams – Senior Vice President at the National Basketball Association (NBA)</b></p> <p><b>Host: Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University</b></p>

2:00 PM – 2:35 PM	<p><b>Interactive Fireside Chat: Geoff Kalan – Chief Strategy Officer (CSO) at Playfly Sports</b></p> <p><b>Host: Buffy Filippell – Founder &amp; President, Teamwork Online</b></p>
<p>2:35 PM – 3:05 PM</p> <p><i>Sponsored by:</i> <b>LINKEDIN</b></p>	<p><b>Interactive Presentation: Unleash the Power of LinkedIn</b></p> <p><b>D.J. Shea – LinkedIn</b></p>
3:05 PM – 3:35 PM	<p><b>The Medium is the Message: Breaking Into Sports &amp; Redefining Personal Brand Management</b></p> <p>Luke Bennett – Communications Specialist, Washington Spirit (NWSL)  Benjamin Krakower – Regional Director, Live Nation  Harper Snyder – Account Manager, Brand Partnerships, Wasserman  Chris Weiner – Senior Manager, Corporate Partnerships, Washington Nationals (MLB)</p> <p><b>Moderator:</b> Dyrol Joyner – Sports Broadcaster/Producer, AU alum</p>
3:35 PM – 3:45 PM	<p><b>The SEME Wrap-Up Show &amp; Ticket / Autograph Raffle: Building Your Personal Brand</b></p>
7:30 pm	<p><b>DC United vs. New England Revolution (MLS) – Audi Field</b></p>

**CONFERENCE CONCLUDES**



**THANK YOU & SEE YOU AGAIN IN 2024!**

**AU SPORTS BUSINESS ASSOCIATION**

**AU ONLINE MASTERS IN SPORTS ANALYTICS & MANAGEMENT**

**TEAMWORK ONLINE**

**AMERICAN UNIVERSITY**