

FRIDAY, MARCH 22

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

<p>8:00 AM – 9:30 AM</p>	<p>Registration and Breakfast</p>
<p>8:50 AM – 8:55 AM</p>	<p>Welcome and Introduction from the Co-founders Matt Winkler – SEME Co-Founder / American University Online M.S. in Sports Analytics & Management Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University Buffy Filippell – Founder, TeamWork Online</p>
<p>8:55 AM – 9:30 AM</p>	<p>The Mission of USOPC, The Olympic Spirit & Looking Ahead to Paris 2024 Katherine DeStefano – United States Olympic & Paralympic Committee (USOPC) With Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University</p>
<p>9:30 AM – 10:20 AM</p>	<p>State of the Industry Trends and Outlook For 2024 & Beyond Chevonne Mansfield – Executive Senior Associate Athletics Director/SWA, Howard University (NCAA) Darren Montgomery – Sr. Vice President, Capitals Sales & Arena Events, Monumental Sports & Entertainment Alyssa Romano – Sr. Vice President, Communications & Social Media, Octagon Tisha Thompson – Enterprise Reporter, ESPN Moderator: Matt Winkler – SEME Executive Director; American University / M.S. Sports Analytics</p>
<p>10:20 AM – 10:40 AM</p>	<p>Networking Break!</p>
<p>10:40 AM – 11:10 AM</p>	<p>Keynote Fireside Chat: Bronwen O'Keefe – Global Head, Content, Harlem Globetrotters With David Mamboleo – Graduate Students, MS SAM, American University</p>
<p>11:10 AM – 12:00 PM</p>	<p>Industry-wide Opportunities, Challenges & Lessons Learned Liam Brown – Vice President, Partnership Sales, Fenway Sports Management (FSM) Catherine Marquette – Director, Collegiate Partnerships, Under Armour Andrew V. Morris III – Public Policy/Staff Counsel, NFL Players Association (NFLPA) John Ourand – Sports Correspondent, Puck News (fmr. SportsBusiness Journal, SBJ) Moderator: Jason Mollica – Executive/Professor, American University</p>
<p>12:00 PM – 12:55 PM <i>Sponsored by:</i> American University Online M.S. in Sports Analytics & Management</p>	<p>Interactive Networking Lunch & Personal Brand Pitch Challenge Selling Your Way into the Sports Industry: Best Practices and Secrets for Success Sam Barlow – Director, Group Sales, Washington Commanders (NFL) Ronald Boyett – Manager, Inside Sales, Washington Nationals (MLB) Dan Giffin – Senior Account Manager, DC United (MLS) Kate Greenberg – Vice President, Team Business & Event Operations (D.C. Defenders-UFL) Josh Grohs – Manager, Inside Service, Washington Nationals (MLB) Chris Hudgins – Head of Corporate Sponsorships, Washington Spirit (NWSL) Gray Iaquinto – Manager, Inside Sales, Washington Wizards (NBA) Steve Marino – Manager, Sales Development, Washington Wizards (NBA) Rachel Northridge – Director, Suites Services, Capital One Arena Ashley Rix – Director, Corporate Partnerships, Events DC Lindsay Van Houten – Director, Inside Sales, Washington Capitals (NHL) Host: Michelle Price – Vice President, Business Operations, Teamwork Online</p>

1:00 PM – 1:40 PM	<p>Sameer Ahuja – President, GameChanger / SVP, DICK’S Sporting Goods</p> <p>Hosted by Dan Kaufman – Managing Director, Sports Technology, SportsBusiness Journal (SBJ)</p>
1:40 PM –2:30 PM	<p>The Evolution of Media + Social Consumption in Sports</p> <p>Hosted by: Jimmy Lynn – Kiswe Mobile / Georgetown University McDonough</p> <p>Ashley Oliver – Social Media Coordinator, Baltimore Ravens (NFL) Joe Schoenbauer – Director of US Sport Operations, YMU Group Athlete Management Amir Zonozi – President & Co-founder, Zoomph</p>
2:40 PM – 3:20 PM	<p>The New Sports Job Search: Human Capital & Career Acceleration</p> <p>Buffy Filippell – Founder & President, Teamwork Online Wendy Caves – Chief People Officer, TMRW Sports Mary Sirico – Vice President, People and Culture, Octagon</p> <p>Moderator: Meredith Geisler – George Washington University</p>
3:20 PM – 3:30PM	<p><i>Networking Break!</i></p>
3:30 PM – 4:00 PM	<p>Keynote Presentation: Wendy Caves – Chief People Officer, TMRW Sports</p>
4:00 PM – 4:40 PM	<p>The Big Show: Navigating the Intersection of the Sports & Event Experience with Properties & Partners</p> <p>Dan Callahan – Associate Vice President, Corporate Partnerships, TGR Live TGR Foundation – A Tiger Woods Charity Marc Goldman – Senior Director, Partnerships, NCAA Military Bowl / PA Announcer DC Defender (XFL) Ralph Morton – Senior Vice President, Managing Director, Sports & Entertainment Division, Events DC Beth Penfield – Senior Director, CAA ICON / Project Director, New Nissan Stadium</p> <p>Moderator: Ed Tiryakian, MBA – Visiting Associate Professor, Duke University</p>
4:40 PM – 5:20 PM	<p>Sports Consumer Technology, Biz Dev, Betting & AI: What’s next in an Explosive Landscape</p> <p>Dior Ginyard – Partnerships, Fanatics Live, Fanatics, Inc Britton Stackhouse – President, North America, Fortress Shripal Shah – Chief Digital Officer / Author: Leveling Up with AI – A Strategic Guide to AI in Sports Marketing Andrew Smith – Manager of Trading Compliance, BetMGM</p> <p>Moderator: Steve Goodman – Vice President of Business Development US, Fortress</p>
5:30 PM – 6:30 PM	<p>Day 1 Download: Social Hour!</p>

CONCLUSION OF DAY ONE

SEME 2024– CONFERENCE SCHEDULE: DAY 2

SATURDAY, MARCH 23

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

<p>8:00 AM – 9:30 AM</p>	<p>Registration and Breakfast</p>
<p>9:20 AM – 10:10 AM</p> <p>TEAMWORKONLINE</p>	<p>#BreakfastWithBuffy</p> <p>Buffy Filippell – Founder, TeamWork Online</p>
<p>10:10 AM – 10:50 AM</p>	<p>Social Responsibility, Community Engagement & Grassroots Impact in Sports</p> <p>Dr. Chris Busey – Vice President, DEI & Community Impact, United Soccer Leagues (USL) Chineze Nwagbo – Director, Player Programs & Engagement, NFL Players Association (NFLPA) Michael Vaughan Cherubin – Senior Director, Programs, U.S. Soccer Foundation Brian Silcott – Vice President, Sport Growth & Development, USA Lacrosse</p> <p>Moderator: Lindsey Campbell – Chief Development Officer, American University (NCAA)</p>
<p>10:50 AM – 11:10 PM</p>	<p>Networking Break!</p>
<p>11:10 AM – 11:50 PM</p>	<p>The Game within the Game: Inside NCAA NIL (Name, Image, Likeness) & Athlete Empowerment</p> <p>Malcolm Grace – Deputy AD, Compliance & NCAA Governance, George Mason University (NCAA) Nicole Mahzoun – Player Manager, Player Affairs, NFL Players Association (NFLPA) Carly Tower – Account Director, Altius Partners Chris Weiner – Executive Director, One Maryland Collective</p> <p>Moderator: Katie Benoit – Interim Deputy AD/Chief Operating Officer — Associate AD / Student-Athlete Well-Being / SWA, American University (NCAA)</p>
<p>11:50 AM – 12:30 PM</p> <p><i>Sponsored by:</i></p> <p>American University Online M.S. in Sports Analytics & Management</p>	<p>Interactive Networking Lunch & Personal Brand Pitch Challenge: <i>Selling Your Way into the Sports Industry: Best Practices and Secrets for Success</i></p> <p>Ronald Boyett – Manager, Inside Sales, Washington Nationals (MLB) Kate Greenberg – Vice President, Team Business & Event Operations (D.C. Defenders), UFL Lindsay Van Houten – Director, Inside Sales, Washington Capitals (NHL)</p> <p>Host: Michelle Price – Vice President, Business Operations, Teamwork Online</p>
<p>12:30 PM – 1:00 PM</p> <p><i>Sponsored by:</i></p> <p>Sports Analytics Club Program (SACP)</p> 	<p>AI & Sports Data-Driven Decision Making</p> <p>Seth Stephens-Davidowitz – Author, Data Scientist, NYT Best Seller</p> <p><i>Who Makes the NBA? Data-Driven Answers to Basketball’s Biggest Questions</i></p> <p>Host: Robert “Dean” Clayton – CEO & Founder, The Sports Analytics Club Program, Inc</p>

1:00 PM – 1:20 PM	Interactive Fireside Chat: Sean Barror – Founder & Chief Revenue Officer, Allied Sports Host: Avery Barror, President, AU Sports Business Association; Co-VP, SEME 2024
1:20 PM – 1:30 PM	<i>Final Networking Break!</i>
1:30 PM – 2:00 PM	The Medium is the Message: Breaking Into Sports & Redefining Personal Brand Management Kate Greenberg – Vice President, Team Business & Event Operations (D.C. Defenders), UFL Lindsay Van Houten – Director, Inside Sales, Washington Capitals (NHL) Mark Washo – Freedom Sports & Entertainment; Partner, Flower City Union FC Bram Weinstein – PxP, Washington Commanders (NFL); Founder, Ampire Media, Host “The Bram Weinstein Show” ESPN 630
2:00 PM – 2:30 PM <i>Sponsored by:</i> LINKEDIN	Interactive Presentation: Unleash the Power of LinkedIn D.J. Shea – LinkedIn
2:30 PM – 2:45 PM	The SEME Wrap-Up Show & Washington Spirit (NWSL) Tickets
7:30 pm	Game Time! Washington Spirit (NWSL) vs. Bay FC – Audi Field

CONFERENCE CONCLUDES



**THANK YOU & SEE YOU AGAIN FOR OUR 20TH ANNIVERSARY:
SEME 2025 – APRIL 4-5, 2025**

SPECIAL THANKS:

AU SPORTS BUSINESS ASSOCIATION

AU ONLINE MASTERS IN SPORTS ANALYTICS & MANAGEMENT

TEAMWORK ONLINE

AMERICAN UNIVERSITY