**SEME 2025 – Conference Schedule: Day 1**  3.27.25

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

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| Friday, March 28 |

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| **8:00 am – 9:30 am** | **Registration and Breakfast**  |
| **8:50 am – 8:55 am** | Welcome and Introduction from the Co-foundersMatt Winkler – SEME Co-Founder / American Uni­­­versity / Sports Industry Education LLCJimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown UniversityBuffy Filippell – Founder, TeamWork Online |
| **8:55 am – 9:30 am** | **Fireside Chat: The Future of AI in Sports**Shripal Shah – Chief Digital Officer, Next League Author: Leveling Up With AI: A Strategic Guide to AI in Sports Marketing / The Art of Victory: AI and the New Frontier of Global Sports**Host:** Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University |
| **9:30 am – 10:20 am** | **State of the Industry Trends and Outlook For 2025 & Beyond** Andy Feffer – Board of Directors, USA Pickleball Arthur McAfee, III – Senior Vice President, National Football League (NFL) / 2025 Sports Lawyers Association Conference ChairTisha Thompson – Enterprise Reporter, ESPNKelly Wolf – Vice President, Octagon**Moderator:** Matt Winkler – SEME Executive Director; American University |
| **10:20 am – 10:40 am** | ***Networking Break!*** |
| **10:40 am – 11:10 am** | **Keynote Fireside Chat: The Growth of Sports Business & Franchise Assets****Zach Leonsis** – President of Media & New Enterprises, Monumental Sports & Entertainment**Hosted by:** Jimmy Lynn – Kiswe Mobile / Georgetown University McDonough |
| **11:10 am – 11:55 pm** | **Industry-wide Opportunities, Challenges & Lessons Learned**Erin Clift – Chief Marketing Officer, Unrivaled SportsDwane N. Morgan Sr. – Chief of Staff, Business Intelligence, USA LacrosseAndrew V. Morris lll – Public Policy/Staff Counsel, NFL Players Association (NFLPA)Patrick Wixted – Managing Director, Ketchum Sports**Moderator:** Jason Mollica – Professor, James Madison University |
| **12:00 pm – 12:55 pm***Sponsored by:***American University Online M.S. in** **Sports Analytics & Management** | **Interactive Networking Lunch & Personal Brand Pitch Challenge*****Selling Your Way into the Sports Industry: Best Practices and Secrets for Success***Ronald Boyett – Manager, Inside Sales, Washington Nationals (MLB)Kate Greenberg – Vice President, Team Business & Event Operations (D.C. Defenders/UFL)Dan Giffin – Senior Account Manager, DC United (MLS)Josh Grohs – Manager, Inside Service, Washington Nationals (MLB)Gray Iaquinto – Manager, Inside Sales, Washington Wizards (NBA)Steve Marino – Director, Sales Development, Washington Wizards (NBA)Rachel Northridge – Director, Suites Services, Capital One ArenaRyan Pikunas– Sales, Washington Commanders (NFL) Lindsay Van Houten – Director, Inside Sales, Washington Capitals (NHL)**Host:** Michelle Price – Vice President, Business Operations, Teamwork Online |
| **12:55 pm – 1:40 pm** | **The Business of Women’s Sports**Katherine (Kat) Aversano – Co-Founder and Vice-President, Women’s Elite RugbyKatie Benoit – Deputy Athletics Director / Senior Women’s Administrator, American University (NCAA)Alycen McAuley – Chief Business Officer, Washington Mystics (WNBA)Bonnie McLaughlin – Vice President, Sports Fitness Industry Association (SFIA) 2030 Forward**Moderator:** Stacy Merida – Professor, American University, Kogod School of Business |
| **1:40 pm –2:30 pm** | The Evolution of Media, Communications + Social Consumption in Sports**Hosted by:** Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown UniversityMichael Kammarman – Director of Communications, U.S. Men’s National Team, U.S. Soccer FederationAshley Oliver – Social Media Coordinator, Baltimore Ravens (NFL)Brandon Parker –Senior Communications Manager, NFL Players Association (NFLPA)Vicky Roberts – Senior Data Analyst, Zoomph |
| **2:30 pm – 3:20 pm** | **The Ultimate Sports Job Search: Human Capital & Career Acceleration**Buffy Filippell – Founder & President, Teamwork OnlineRobert Perez – General Manager, Tri-City Chili Peppers (CPL)Chanelle S. Reynolds – Diversity, Equity, & Inclusion, Washington Commanders (NFL)Mary Sirico – SVP People & Culture, Octagon**Moderator:** Meredith Geisler – Professor, George Washington University  |
| **3:20 pm – 3:30pm** | ***Networking Break!*** |
| **3:30 pm – 4:00 pm** | **Fireside Chat: The Big Sports Media Paradigm Shift** **Bram Weinstein** – Play-by-Play Voice, Washington Commanders (NFL) / CEO, Ampire Media /Washington Spirit (NWSL) / ESPN 630: The Bram Weinstein ShowDan Kaufman – Managing Director, Sports Technology, Sports Business Journal (SBJ) |
| **4:00 pm – 4:40 pm** | The Big Show: Navigating the Intersection of the Sports & Event Experience with Properties & PartnersDan Callahan – Associate Vice President, Corporate Partnerships, TGR Live | TGR Foundation – A Tiger Woods CharityAdam Gotts – Vice President, Project and Revenue Management, Monumental SportsLawrance Hamm –Sr. Director, Business Development, Sports & Entertainment Division, Events DCBenjamin Krakower – Regional Director of Sales, Live Nation **Moderator:** Prof Ed Tiryakian – Visiting Associate Professor, Duke University |
| **4:40 pm – 5:20 pm** |  Sports Consumer Technology, Biz Dev, Betting & Global: What’s next in an Explosive LandscapeAsh Rix – Vice President, Brand Advisory, SPORTFIVEJoe Schoenbauer – Director of US Sport Operations, YMU Group Athlete ManagementAndrew Smith – Manager of Trading Compliance, BetMGMBritton Stackhouse – President, Fortress US**Moderator:** George Perry – Faculty, Christopher Newport University |
| **5:20 pm - depart**  | ***Take AU Shuttles to DC Metro to Navy Yard station on Green Line (Audi Field / Nationals Park)*****6:30 pm – With Kim Stone, CEO, Washington Spirit (NWSL) up in the Heineken Rooftop****8:00 pm – Washington Spirit (NWSL) vs. Bay FC – Audi Field (Amazon Prime TV)** |

*Conclusion of Day One*

**SEME 2025– Conference Schedule: Day 2**

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

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| Saturday, March 29 |  |

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| **8:00 am – 9:30 am** | **Registration and Breakfast** |
| **9:20 am – 10:10 am**20% Off TeamWork Online Promo Code, Coupons | Feb 2022 | **#BreakfastWithBuffy****Buffy Filippell – Founder, TeamWork Online**  |
| **10:10 am – 10:50 am** | **Social Impact, Community Engagement & Global Grassroots Impact in Sports**Chelsey Antony – Senior Business Counsel, NFL Players Association (NFLPA)Michael Vaughan Cherubin – Senior Director, Programs, U.S. Soccer FoundationDan Mickelson – Chief, Sports Diplomacy, U.S. Department of StateMarycate Walsh – Vice President, External Affairs, Monumental Sports & Entertainment**Moderator:** Patty Medina – Associate Athletic Director - Student-Athlete Development and Inclusive Excellence, American University / Latinx En Athletics |
| **10:50 am – 11:10 pm** | ***Networking Break!*** |
| **11:10 am – 11:50 pm** | **The Game within the Game: Inside NCAA NIL, Athlete Empowerment & Revenue Generation**Malcolm Grace – Deputy AD, Compliance & NCAA Governance, George Mason University (NCAA)Scott Horner – Vice President, North American Sales & Marketing Group, OctagonNicole Mahzoun – Player Manager, Player Affairs, NFL Players Association (NFLPA)Rick Perko – Program Development The Brandr Group **Moderator:** David Eyl – Assistant Professor, Shenandoah University |
| **11:50 am – 12:30 pm***Sponsored by:***American University Online M.S. in** **Sports Analytics & Management** | **Interactive Networking Lunch & Personal Brand Pitch Challenge:*****Selling Your Way into the Sports Industry: Best Practices and Secrets for Success***Chris Hudgins – Head of Corporate Sponsorships, Washington Spirit (NWSL)David Fucillo – Digital Media + Content Strategy, Vox Media Devin Pugh – Director of Community Outreach, Annapolis Blues (USL)Mark Washo – Freedom Sports & Entertainment; Partner, Flower City Union *More to be announced***Host:** Michelle Price – Vice President, Business Operations, Teamwork Online |
| **12:30 pm – 1:00 pm***Sponsored by:***Sports Analytics Club Program (SACP)**  | **Sports Business Intelligence: Data -Driven Decision Making**Garrison Cummings – Assistant Director, Brand & Marketing - Business Intelligence, Green Bay Packers (NFL)James Kellon – Senior Business Analyst at Cleveland Cavaliers (NBA)Kelsey McDonald – Senior Manager, Strategy & Business Intelligence at New York Yankees (MLB)**Host:** Robert “Dean” Clayton – CEO & Founder, The Sports Analytics Club Program, Inc |
| **1:00 pm – 1:20 pm** | Monumental Sports & Entertainment Course Project by AU Kogod School of Business StudentsA Brand-New Capital One Arena – Where Monuments Meet Momentum |
| **1:20 pm – 1:40 pm** | **The Gr8 Chase: Alex Ovechkin & Meeting the Moment**Erica Sandidge – Senior Manager, Marketing, Washington Capitals (NHL)Amanda Zimmer – Sr. Production Manager, Monumental Sports Network**Moderator:** George Perry – Professor, Christopher Newport University  |
| **1:40 pm – 1:50 pm**  | ***Final Networking Break!*** |
| **1:50 pm – 2:30 pm** | **FIFA World Cup 2026 & USA: How We Got Here & What’s Next for the World’s Biggest Event**Michael Vaughan Cherubin – Senior Director, Programs, U.S. Soccer FoundationMichael Kammarman – Director of Communications, U.S. Men’s National Team, U.S. Soccer FederationDevin Moss – International Mobility Director, Jetr Global Sports & EntertainmentAlex Sopko – Director, Government Relations & Public Engagement, FIFA World Cup 2026™**Moderator:** Wylie Chen – American & Georgetown Faculty / Consultant |
| **2:30 pm – 2:50 pm** | The Medium is the Message: Breaking Into Sports & Building Personal Brand Management Chris Hudgins – Head of Corporate Sponsorships, Washington Spirit (NWSL)Devin Pugh – Director of Community Outreach, Annapolis Blues (USL)Mark Washo – Freedom Sports & Entertainment; Partner, Flower City Union FC |
| **2:50 pm – 3:00 pm** | **The SEME Wrap-Up Show!** |
| **Potential****DMV** **Sports & Events****Immersions** | **AU Shuttles to DC Metro:*** **MLB: Washington Nationals vs. Phillies – Nationals Park: 4:00 pm**
* **MLS: DC United vs. Columbus – Audi Field: 4:30 pm**
* **NBA: Washington Wizards vs. Nets – Capital One Arena: 7:00 pm**
* **National Cherry Blossom Festival – Tidal Basin (full bloom!)**
* **Sunday @ 3pm: NHL: Washington Capital (Ovie watch!)**
 |

***Conference Concludes***



***Thank You & See You Again***

***SEME 2026 – March 27-28. 2026***

***SPECIAL THANKS:***

***AU Sports Business Association Students***

***AU Online Masters in Sports Analytics & Management***

***TeamWork Online***

***Sports Analytics Club Program (SACP)***

***American University***