**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-founders Matt Winkler – SEME Co-Founder / American Uni­­­versity / Sports Industry Education LLC  Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University  Buffy 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 Chair  Tisha Thompson – Enterprise Reporter, ESPN  Kelly 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 Sports  Dwane N. Morgan Sr. – Chief of Staff, Business Intelligence, USA Lacrosse  Andrew 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 Arena  Ryan 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 Rugby  Katie 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 University  Michael Kammarman – Director of Communications, U.S. Men’s National Team, U.S. Soccer Federation  Ashley 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 Online  Robert 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 Show Dan 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 & Partners Dan Callahan – Associate Vice President, Corporate Partnerships, TGR Live | TGR Foundation – A Tiger Woods Charity  Adam Gotts – Vice President, Project and Revenue Management, Monumental Sports  Lawrance Hamm –Sr. Director, Business Development, Sports & Entertainment Division, Events DC  Benjamin 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 Landscape Ash Rix – Vice President, Brand Advisory, SPORTFIVE  Joe Schoenbauer – Director of US Sport Operations, YMU Group Athlete Management  Andrew Smith – Manager of Trading Compliance, BetMGM  Britton 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 Foundation  Dan Mickelson – Chief, Sports Diplomacy, U.S. Department of State  Marycate 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, Octagon  Nicole 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 Foundation  Michael Kammarman – Director of Communications, U.S. Men’s National Team, U.S. Soccer Federation  Devin Moss – International Mobility Director, Jetr Global Sports & Entertainment  Alex 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***