

SEME 2025 – CONFERENCE SCHEDULE: DAY 1 3.17,25

FRIDAY, MARCH 28

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

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| <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 / Sports Industry Education LLC Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University Buffy Filippell – Founder, TeamWork Online</p> |
| <p>8:55 AM – 9:30 AM</p> | <p>Fireside Chat: The Future of AI in Sports</p> <p>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</p> <p>Host: 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 2025 & Beyond</p> <p>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</p> <p>Moderator: Matt Winkler – SEME Executive Director; American University</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: The New Digital Media Paradigm Shift</p> <p>Zach Leonsis – President of Media & New Enterprises, Monumental Sports & Entertainment</p> <p>Hosted by: Jimmy Lynn – Kiswe Mobile / Georgetown University McDonough</p> |
| <p>11:10 AM – 11:55 PM</p> | <p>Industry-wide Opportunities, Challenges & Lessons Learned</p> <p>Erin Clift – Chief Marketing Officer, Unrivaled Sports Dwane N. Morgan Sr. – Chief of Staff, Business Intelligence, USA Lacrosse Andrew V. Morris III – Public Policy/Staff Counsel, NFL Players Association (NFLPA) John Kristick – Co-Head, Playfly Sports Consulting / Executive Director, United Bid 2026</p> <p>Moderator: Jason Mollica – Professor, James Madison University</p> |
| <p>12:00 PM – 12:55 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 Selling Your Way into the Sports Industry: Best Practices and Secrets for Success</p> <p>Sam Barlow – Director, Group Sales, Washington Commanders (NFL) 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 – Manager, Sales Development, Washington Wizards (NBA) Rachel Northridge – Director, Suites Services, Capital One Arena Lindsay Van Houten – Director, Inside Sales, Washington Capitals (NHL)</p> |

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| | Host: Michelle Price – Vice President, Business Operations, Teamwork Online |
| 1:00 PM – 1:40 PM | <p>The Business of Women’s Sports</p> <p>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</p> <p>Moderator: Stacy Merida – Professor, American University, Kogod School of Business</p> |
| 1:40 PM –2:30 PM | <p>The Evolution of Media + Social Consumption in Sports</p> <p>Michael Kammerman – U.S. Soccer Federation, USMNT Press Office Vicky Roberts – Senior Data Analyst, Zoomph Ashley Oliver – Social Media Coordinator, Baltimore Ravens (NFL)</p> |
| 2:30 PM – 3:20 PM | <p>The Ultimate Sports Job Search: Human Capital & Career Acceleration</p> <p>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</p> <p>Moderator: Meredith Geisler – Professor, George Washington University</p> |
| 3:20 PM – 3:30PM | Networking Break! |
| 3:30 PM – 4:00 PM | <p>Fireside Chat: The Current Sports Media Paradigm Shift</p> <p>Bram Weinstein – Play-by-Play Voice, Washington Commanders (NFL) / CEO, Ampire Media / Washington Spirit (NWSL) / ESPN 630: The Bram Weinstein Show</p> <p>Hosted by Dan Kaufman – Managing Director, Sports Technology, Sports Business Journal (SBJ)</p> |
| 3:55 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 Adam Gotts –Vice President, Project and Revenue Management, Monumental S&E Lawrance Hamm –Sr. Director, Business Development, Sports & Entertainment Division, Events DC Benjamin Krakower – Regional Director of Sales, Live Nation</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>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</p> <p>Moderator: George Perry – Faculty, Christopher Newport University</p> |
| 5:30 PM - DEPART | <p>Take AU Shuttles to DC Metro to Navy Yard station on Green Line (Audi Field / Nationals Park)</p> <p>6:30 pm – With Kim Stone, CEO, Washington Spirit (NWSL) up in the Heinken Rooftop</p> <p>8:00 pm – Washington Spirit (NWSL) vs. Bay FC – Audi Field (Amazon Prime TV)</p> |

SEME 2025– CONFERENCE SCHEDULE: DAY 2

SATURDAY, MARCH 29

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

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| <p>8:00 AM – 9:30 AM</p> | <p>Registration and Breakfast</p> |
| <p>9:20 AM – 10:10 AM</p> <p></p> | <p>#BreakfastWithBuffy</p> <p>Buffy Filippell – Founder, TeamWork Online</p> |
| <p>10:10 AM – 10:50 AM</p> | <p>Social Responsibility, Community Engagement & Global Grassroots Impact in Sports</p> <p>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</p> <p>Moderator: Patty Medina – Associate Athletic Director - Student-Athlete Development and Inclusive Excellence, American University / Latinx En Athletics</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, Athlete Empowerment & Revenue Generation</p> <p>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</p> <p>Moderator: David Eyl – Assistant Professor, Shenandoah University</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: Selling Your Way into the Sports Industry: Best Practices and Secrets for Success</p> <p>Chris Hudgins – Head of Corporate Sponsorships, Washington Spirit (NWSL) Devin Pugh – Director of Community Outreach, Annapolis Blues (USL) Jenn Skolochenko-Platt – Executive Director, UMPS CARE Charities (MLB) Mark Washo – Freedom Sports & Entertainment; Partner, Flower City Union David Fucillo – Vox Media</p> <p>Host: Michelle Price – Vice President, Business Operations, Teamwork Online</p> |
| <p>12:30 PM – 1:10 PM</p> <p><i>Sponsored by:</i></p> <p>Sports Analytics Club Program (SACP)</p> <p></p> | <p>Sports Business Intelligence: Data -Driven Decision Making</p> <p>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 (MLS)</p> <p>Host: Robert “Dean” Clayton – CEO & Founder, The Sports Analytics Club Program, Inc</p> |
| <p>1:00 PM – 1:20 PM</p> | <p>Monumental Sports & Entertainment Course Project by AU Kogod School of Business Students A Brand-New Capital One Arena – Where Monuments Meet Momentum</p> |
| <p>1:20 PM – 1:50 PM</p> | <p>The Ovechkin Effect</p> <p>Donald Fishman – Washington Capitals (NHL)</p> |

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| 1:50 PM – 2:00 PM | Final Networking Break! |
| 2:00 PM – 2:20 PM | FIFA World Cup 2026: How the US is Got IT & How We Can Win It Michael Kammerman – U.S. Soccer Federation, USMNT Press Office |
| 2:00 PM – 2:30 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 Amanda Zimmer – Sr. Production Manager, Monumental Sports Network David Fucillo – Vox Media Moderator: Wylie Chen – American & Georgetown Faculty / Consultant |
| 2:30 PM – 2:45 PM | The SEME Wrap-Up Show! |
| Potential DMV Sports & Events Immersion | AU Shuttles to DC Metro: <ul style="list-style-type: none"> • 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