

**SEME 2026 – CONFERENCE SCHEDULE: DAY 1** v-3.22.26

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


FRIDAY, MARCH 27	
8:00 AM – 9:30 AM	<b>Registration and Breakfast</b>
8:50 AM – 8:55 AM	<b>Welcome and Introduction from the Co-founders</b> 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
9:00 AM – 9:30 AM	<b>Welcome &amp; Fireside Chat: The Educational Value of Sports</b>  Jonathan R. Alger, President, American University; Board Member, Knight Commission on Intercollegiate Athletics
9:30 AM – 10:20 AM	<b>State of the Industry Trends and Outlook For 2026 &amp; Beyond</b>  Emily Carwell – VP, Global Engagement & Government Affairs, U.S. Olympic & Paralympic Committee (USOPC) John Kristick – Co-Head, Sports Consulting, Playfly / Executive Director, United Bid 2026 Darren Montgomery – Sr. Vice President, Sales & Service, Washington Capitals (NHL) Tisha Thompson – Investigative Reporter, ESPN  <b>Moderator:</b> Matt Winkler – SEME Executive Director / American University
10:20 AM – 10:40 AM	<b>Networking Break!</b>
10:40 AM – 11:10 AM	<b>The 2026 FIFA World Cup &amp; What’s Next For Soccer</b>  Ben Grossman – Consulting Executive (FOX Sports) Co-Owner (MLS Minnesota United & NWSL Angel City) / Unrivaled Basketball
11:10 AM – 11:55 PM	<b>Industry-wide Opportunities, Challenges &amp; Lessons Learned</b>  Aneysha Bhat – Director, Government Affairs & Strategic Advocacy, Sports Fitness Industry Association (SFIA) Andrew V. Morris III – Public Policy/Staff Counsel, NFL Players Association (NFLPA) Shripal Shah – Chief AI & Innovation Officer, Next League Amanda Shank – Executive Vice President, Unrivaled Sports  <b>Moderator:</b> Jason Mollica – Professor, James Madison University
12:00 PM – 12:55 PM	<b>Interactive Speed Networking Lunch</b> <b><i>Selling Your Way into the Sports Industry: Best Practices and Secrets for Success</i></b>  Ronald Boyett –Washington Nationals (MLB) Branden Pierce – DC United (MLS) Ryan Rosenblum –Washington Commanders (NFL) Rachel Shor – Washington Spirit (NWSL) Gray Iaquinto –Washington Wizards (NBA) Lindsay Van Houten – Washington Capitals (NHL)  <b>Host:</b> Michelle Price – Vice President, Business Operations, Teamwork Online

<p><b>12:55 PM – 1:40 PM</b></p>	<p><b>The Business of Women’s Sports</b></p> <p>Katie Benoit – Deputy Athletics Director / Senior Women’s Administrator, American University (NCAA)  Sonia Chase –WNBA legend &amp; Olympic Festival Gold Medalist, Secretariat &amp; Deloitte  RaShauna Hamilton – VP, Fan Growth &amp; Community, Washington Spirit (NWSL)  Carly Kastens – Director, Altius Sports Partners</p> <p><b>Moderator:</b> Eric Fisher, Senior Reporter, Front Office Sports (FOS)</p>
<p><b>1:40 PM – 2:30 PM</b></p>	<p><b>The Evolution of Media, Social and Content in Sports</b></p> <p><b>Hosted by:</b> Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University</p> <p><b>Joe Briggs – Global Head of Executive Engagement and Partnerships, Amazon / Investor</b>  Heather Dinich – ESPN, Senior Writer  Ashley Oliver – Social Media Coordinator, Baltimore Ravens (NFL)  Amir Zonozi – CEO &amp; Cofounde, Zoomph</p>
<p><b>2:30 PM – 3:20 PM</b></p>	<p><b>The Ultimate Sports Job Search: Human Capital &amp; Career Acceleration</b></p> <p>Kiara Clark – Member Programs &amp; Partnership Manager, NFL Players Association / The Trust  Buffy Filippell – Founder &amp; President, TeamWork Online  Terri Hines – Executive Vice President, FOX Sports  Mary Sirico – SVP People &amp; Culture, Octagon  Washington Commanders (NFL) – HR TBD</p> <p><b>Host:</b> Michelle Price – Vice President, Business Operations, TeamWork Online</p>
<p><b>3:20 PM – 3:30PM</b></p>	<p><b>Networking Break!</b></p>
<p><b>3:30 PM – 4:00 PM</b></p>	<p><b>Fireside Chat: Athlete Empowerment, Technology and Social Influence in Sports</b></p> <p>Dev Sethi – Athletes.org / Meta / Instagram / YouTube  Host: Jimmy Lynn – SEME Co-Founder / Kiswe Mobile / Georgetown University</p>
<p><b>4:00 PM – 4:40 PM</b></p>	<p><b>The Big Show: Integrating Properties &amp; Partners into the Sports &amp; Event Experience</b></p> <p>Marc Goldman – Senior Director of Partnerships, NCAA Military Bowl  Steve Goodman – Vice President of Business Development US, Fortress  Lawrance Hamm – Sr. Director, Business Development, Sports &amp; Entertainment Division, Events DC  Chris Weiner – Director, Corporate Partnerships, Washington Nationals (MLB)</p> <p><b>Moderator:</b> George Perry – Faculty, Christopher Newport University</p>
<p><b>4:40 PM – 5:30 PM</b></p>	<p><b>Sports Consumer Engagement, Biz Strategy, Betting &amp; Global: What’s next in a Changing Landscape</b></p> <p>Moon Javaid – Chief Growth and Innovation Officer, Baltimore Ravens (NFL)  Ash Rix – Vice President, Brand Advisory, SPORTFIVE  Joe Schoenbauer – Director, US Sport Operations, YMU Group Athlete Management  Andrew Smith – Senior Manager, Regulatory, Audit, and Integrity. Hard Rock Digital</p> <p><b>Moderator:</b> George Atallah – Founder &amp; CEO, SOMEBODY</p>
<p><b>DMV Sports &amp; Events Immersions</b></p>	<p><b>Attendees can take the AU Shuttles to DC Metro to Downtown DC:</b></p> <p><i>Buy Tickets – NCAA Men’s Basketball, East Regional, Capital One Arena – 2 games (7:00pm + 9:30pm)</i>  2026 NCAA Men’s Basketball Tournament – East Regional Tickets DC   Ticketmaster  <a href="https://www.ticketmaster.com/2026-ncaa-mens-basketball-tournament-3pe-washington/event/Z7r9jZ1A7_K8p">https://www.ticketmaster.com/2026-ncaa-mens-basketball-tournament-3pe-washington/event/Z7r9jZ1A7_K8p</a></p>

CONCLUSION OF DAY ONE

SEME 2026– CONFERENCE SCHEDULE: DAY 2

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SATURDAY, MARCH 28	
8:00 AM – 9:30 AM	<b>Registration and Breakfast</b>
9:20 AM – 10:10 AM	<b>#BreakfastWithBuffy</b> <b>Buffy Filippell – Founder, TeamWork Online</b> 
10:10 AM – 10:50 AM	<b>Social Impact, Community Engagement &amp; Global Grassroots in Sports</b> Michael Vaughan Cherubin – Senior Director, Programs, U.S. Soccer Foundation Nora Dooley – Director, Impact Programs, Soccer Forward, U.S. Soccer Federation Cymonne New – Director, Communications & Marketing, Octagon Marycate Walsh – Vice President, External Affairs, Monumental Sports & Entertainment  <b>Moderator:</b> Patty Medina – Associate Athletic Director, Student-Athlete Development and Inclusive Excellence, American University / Latinx En Athletics
10:50 AM – 11:10 PM	<b>Networking Break!</b>
11:10 AM – 11:50 PM	<b>The Game within the Game: Inside NCAA NIL, Student-Athlete Status &amp; Professionalization</b> Ross Dellenger –National College Football, Yahoo! Sports, Emily Fishman – Sports Marketing, ESPN Malcolm Grace – Deputy AD, Compliance & NCAA Governance, George Mason University (NCAA) Nicole Mahzoun – Senior Manager, Player Affairs, NFL Players Association (NFLPA)  <b>Moderator:</b> David Eyl – Assistant Professor, Shenandoah University
11:50 AM – 12:30 PM	<b>Interactive Networking Lunch &amp; Personal Brand Pitch Challenge</b> Devin Pugh – Director of Community Outreach, Annapolis Blues (USL) Jeffrey Oguamanam – Senior Lead Diversity Equity & Inclusion, Under Armour Mark Washo – Freedom Sports & Entertainment / Partner, Flower City Union FC Chris Hudgins – Head of Corporate Sponsorships, Washington Spirit (NWSL) <b>More to be announced</b>  Host: Michelle Price – Vice President, Business Operations, Teamwork Online
12:30 PM – 1:00 PM	<b>Analytics &amp; Artificial Intelligence in Sports</b> Tom Campanella – Vice President of Consulting & Strategic Growth, Kraft Analytics Group (KAGR) <b>Neil Greenberg – Data-driven story telling / states geek, fmr Washington Post</b> Andrew Rosenblatt – Phoenix Suns (NBA) / Blueprint Sports Keith Scully – Consultant, Strategic-Noise Group (re: FIFA, IOC, USA Football, Nike, New Balance)  <b>Moderators:</b> Matthew Bakowicz, American University
<b>Sports Analytics Club Program (SACP)</b>	

<p>1:20 PM – 1:40 PM</p>	<p><b>Monumental Events 250: Staging the Spectacle – From Permits to Paddocks</b>  <b><i>Inaugural UFC Freedom Fights 250 – Fighting on the White House Lawn (June 14)</i></b>  <b><i>Inaugural New IndyCar Freedom 250 – Racing Around the Monuments (August 21-23)</i></b></p> <p>Justin Harrison – Senior Director of Special Projects, Events DC  Nick Price – Senior Manager, Sports &amp; Events, Destination DC  Brad Lott – Senior Vice President, Global Partnership Sales, Monumental Sports &amp; Entertainment</p>
<p>1:40 PM – 1:50 PM</p>	<p><b><i>Final Networking Break!</i></b></p>
<p>1:50 PM – 2:30 PM</p>	<p><b>FIFA World Cup 2026 &amp; U.S. Soccer – Preparing for the World’s Biggest Event</b></p> <p>Michael Vaughan Cherubin – Senior Director, Programs, U.S. Soccer Foundation  Nora Dooley – Director, Impact Programs, Soccer Forward, U.S. Soccer Federation  David Francis – Jetr Global Sports &amp; Entertainment / fmr U.S. Olympic &amp; Paralympic Committee  Tommy Goodman – Strategic Advisor, SOMEBODY (fmr CONCACAF exec)  Alex Sepko – FIFA World Cup 2026™</p> <p><b>Moderator:</b> Wylie Chen – American &amp; Georgetown Faculty / Consultant</p>
<p>2:50 PM – 3:00 PM</p>	<p><b>The SEME Wrap-Up Show!</b></p>
	<p><b>AU Shuttles to DC Metro:</b></p> <ul style="list-style-type: none"> <li>• National Cherry Blossom Festival – Tidal Basin (full bloom!)</li> <li>• Sunday @ 2pm: NCAA Men’s Basketball East Regional, Elite 8, Capital One Arena</li> </ul>

**CONFERENCE CONCLUDES**



**THANK YOU & SEE YOU AGAIN**  
**SEME 2027 – MARCH 26-27, 2027**

**SPECIAL THANKS:**

**AU SPORTS BUSINESS ASSOCIATION STUDENTS (SBA)**

**AU M.S. IN SPORTS ANALYTICS & MANAGEMENT (SAM)**

**TEAMWORK ONLINE**

**SPORTS ANALYTICS CLUB PROGRAM (SACP)**

**AMERICAN UNIVERSITY**