



SEME 2022 – CONFERENCE SCHEDULE: DAY 1 3.30.22

FRIDAY, APRIL 1

*AU Washington College of Law – The Warren Building – Terrace Level – **Room N107** (4300 Nebraska Ave NW, DC)*

8:00 AM – 9:30 AM

Registration and Breakfast

8:45 AM – 8:55 AM

Welcome and Introduction from the Co-founders

*Ceremonial Classroom,
Terrace Level,
Warren Building,
AU Washington College
of Law*

[Matt Winkler](#) – SEME Co-Founder / American University Online M.S. in Sports Analytics & Management

[Jimmy Lynn](#) – SEME Co-Founder / Kiswe Mobile / Georgetown University

[Buffy Filippelli](#) – Founder & President, Teamwork Online

8:55 AM – 9:40 AM

Keynote Presentation: [Ahmad Nasser](#), CEO, OneTeam Partners: NFLPA, MLB Players, MLSPA, WNBA, USWNT Players, USRPA

Reimagining Athlete Branding

9:45 AM – 10:25 AM

State of the Industry Trends and Outlook For 2022 & Beyond

[Joe Briggs](#) – Counsel, Public Policy, NFL Players Association

[Dan Callahan](#) – Associate Vice President, Corporate Partnerships, Tiger Woods Foundation

[Brett Sullivan](#) – Vice President, Sales, NBC Sports Washington

[Kelly Wolf](#) – Vice President, Octagon

Moderator: [Matt Winkler](#) – SEME Executive Director; American University / M.S. Sports Analytics

10:30 AM – 11:10 AM

Fireside Chat: [Will Yoder](#) – North American Leagues & Teams Lead, Meta (Instagram/facebook)

With [Jimmy Lynn](#) – SEME Co-Founder, Kiswe Mobile / Georgetown University

11:10 AM – 12:00 PM

The Post-Pandemic Effect: Opportunities, Challenges, and Lessons Learned

[Derrick Dockery](#) – Government Relations, TikTok

[Ann Kitt Carpenetti](#) – Vice President, Sport Growth, Safety & Performance, USA Lacrosse

[Arthur McAfee](#) – Senior Vice President, Football Operations, National Football League (NFL)

[Darren Montgomery](#) – Senior Vice President, Ticket Sales & Services, Monumental Sports & Entertainment

Moderator: [Andrew Smith](#) – Associate AD, Operations & Compliance, American University

12:00 PM – 12:55 PM

Interactive Networking Lunch & Personal Brand Pitch

Selling Your Way Into the Sports Industry: Best Practices and Secrets for Success

Sponsored by:

**American University
Online M.S. in
Sports Analytics &
Management**

[Sam Barlow](#) – Director, Inside Sales, Washington Commanders (NFL)

[Noah Rubin](#) – Manager, Inside Service, Washington Nationals (MLB)

[Zach Brown](#) – Manager, Inside Sales, Monumental Sports & Entertainment (NBA/NHL/WNBA)

[Ashley Rix](#) – Director, Corporate Partnerships, Events DC

[Rachel Northridge](#) – Client Services Manager, Capital One Arena

Host: [Michelle Price](#) – Vice President, Business Operations, Teamwork Online

- 1:00 PM – 1:40 PM** **Keynote Fireside Chat: [Zachary Leonsis](#) – President, Media & New Enterprises, Monumental Sports & Entertainment**
- With [Dan Kaufman](#) – Managing Director, SportTechie / SportsBusiness Journals
- 1:40 PM – 2:30 PM** **The Evolution of Media + Social Consumption in Sports**
- Hosted by:** [Jimmy Lynn](#) – Kiswe Mobile / Georgetown University
- [Kasidee Karsten](#) – Senior Manager, Digital Strategy Communications, NFL Players Association
[Andi Perelman](#) – Vice President, Digital, Pittsburgh Penguins (NHL)
[Patrick Wixted](#) – Senior Vice President, Client Services Director, Ketchum Sports
[Amir Zonozi](#) – President & Co-founder, Zoomph
- 2:40 PM – 3:20 PM** **The New Sports Job Search: Human Capital & Career Acceleration**
- [Buffy Filippelli](#) – Founder & President, Teamwork Online
[Mary Sirico](#) – Vice President, People and Culture, Octagon
[D.J. Shea](#) – Lead Client Solutions Manager, LinkedIn
- Moderator:** [Meredith Geisler](#) – Senior Vice President, Tandem Sports + Entertainment
- 3:30 PM – 4:00 PM** **Fireside Chat: [Jennifer Matthews](#) – Vice President, Brand Strategy, FanDuel**
- Hosted by [Emily Caron](#) – Business Reporter, Sportico
- 4:00 PM – 4:45 PM** **The Big Show: Navigating the Intersection of the Sports & Event Experience with Properties & Partners**
- [Marc Goldman](#) – Senior Director, Partnerships, NCAA Military Bowl
[Kevin Griffin](#) – Senior Vice President, Marketing & Brand Strategy, DC United (MLS)
[Catherine Marquette](#) – Vice President, Client Service, RedPeg Marketing
[Candace Peguero](#) – Vice President Operations, Sports & Entertainment, Entertainment & Sports Arena (ESA)
- Moderator:** [Jason Mollica](#) – Executive/Professor, American University School of Communications
- 4:45 PM – 5:30 PM** **Sports Technology, CRM, eSports, AI, & VR: What's next in an Explosive Landscape**
- [Nate Hemingway](#) – Sr. Athlete Partnerships Manager, Dapper Labs
[Jack Kingsley](#) – Director, Business Development, Buzzer
[Andrew McNeill](#) – Senior Director, esports, Monumental Sports & Entertainment
[Britton S. Miller](#) – Senior Vice President, Fortress
- Moderator:** [David Eyl](#) – Co-Founder, Navigant Sports LLC
- 6:00 PM – 7:00 PM** **Kick-Off Reception: Capital One Arena – Caesars Sportsbook**
2nd Floor, off F Street sportsbook entrance
- 7:00 pm** **Dallas Mavericks vs. Washington Wizards (NBA)**

CONCLUSION OF DAY ONE

SEME 2022– CONFERENCE SCHEDULE: DAY 2

SATURDAY, APRIL 2

AU Washington College of Law – The Warren Building – Terrace Level – Room N107

8:00 AM – 9:30 AM **Registration and Breakfast**

9:10 AM – 10:10 AM **#BreakfastWithBuffy**

 TEAMWORKONLINE

[Buffy Filippelli](#) – Founder & President, Teamwork Online

10:10 AM – 11:00 AM **Social Impact, Community Engagement & Corporate Responsibility in Sports**

[Michael Vaughan Cherubin](#) – Director, National Program Expansion, U.S. Soccer Foundation

[Nicole Mahzoun](#) – Player Manager, Player Affairs, NFL Players Association (NFLPA)

[Chineze Nwagbo](#) – Director, PeacePlayers International

Moderator: [Wylie Chen](#) – Entrepreneur/Educator/Consultant

11:10 AM – 11:50 PM **The Game within the Game: Inside NCAA NIL (Name, Image, Likeness)**

[Malcolm Grace](#) – Depute AD, Compliance & NCAA Governance, George Mason University

[Chris Hudgins](#) – General Manager, Team Services LLC

Moderator: [Amanda Christovich](#) – Reporter, Front Office Sports - An FOS Brand

11:50 AM – 12:40 PM **Interactive Networking Lunch & Personal Brand Pitch**
Building a Fan Base as Your Career: Revenue Generation from Sale to Seats

Sponsored by:

**American University
Online M.S. in
Sports Analytics &
Management**

[Sam Barlow](#) – Director, Inside Sales, Washington Commanders (NFL)

[Abby Higgins](#) – Manager, Inside Sales, New York Mets (MLB)

[Steve Marino](#) – Director, Inside Sales, Washington Wizards (NBA)

[Ashley Rix](#) – Director, Corporate Partnerships, Events DC

[Noah Rubin](#) – Inside Service, Washington Nationals (MLB)

Host: [Michelle Price](#) – Vice President, Business Operations, Teamwork Online

12:50 PM – 1:30 PM **Interactive Keynote Discussion:**

[Tamika L. Tremaglio](#) – Executive Director, National Basketball Players Association (NBPA)

Host: [Matt Winkler](#) – SEME Co-Founder / American University Online M.S. in Sports Analytics & Management

1:30 PM – 2:00 PM

The Next Generation of Sports Analytics & Data-Driven Decision Making

Sports Analytics Club Program (SACP) X NBA X Wasserman Mentoring Program

Sponsored by:

**Sports Analytics Club
Program (SACP)**

[Kelsey McDonald](#) – Manager, Stats Technology Product Development, National Basketball Association (NBA)
[Elizabeth Johnson](#) – SACP University Professor, University of Florida
Laurent Rigal – SACP STEM Teacher Advisor, Eleanor Roosevelt HS
[Victoria Rush](#) – Student SACP member, Eleanor Roosevelt HS

Moderator: [Christien Oliver](#) – National Program Manager, SACP

2:10 PM – 2:40 PM

The Future of Storytelling & Investigative Journalism

ESPN X AU New Investigative Sports Journalism Program

Sponsored by:

ESPN / AU SOC

[Chris Buckle](#) – Vice President, Investigative and Enterprise Journalism, ESPN
[Sam Fulwood](#) – Dean, School of Communications, American University

2:50 PM – 3:30 PM

**The Medium is the Message: Breaking Into Sports
& Redefining Personal Brand Management in a Real Time World**

[Zach Malet](#) – Director, Content Business Development & Innovation, ESPN
[Harper Snyder](#) – Influencer Coordinator, Brand Partnerships, Wasserman
[Chris Weiner](#) – Senior Manager, Corporate Partnerships, Washington Nationals (MLB)
[Bram Weinstein](#) – Washington Commanders (NFL) / ESPN / Podcast: FUTR SPRT

Moderator: [Keith Scully](#) – Strategic Noise Group / American / Georgetown

3:30 PM – 3:45 PM

The SEME Wrap-Up Show: Building Your Personal Brand

CONFERENCE CONCLUDES



THANK YOU & SEE YOU AGAIN MARCH 24-25, 2023!