

**THURSDAY, MARCH 25**

**9:00 AM – 9:10 AM**

**Welcome and Introduction from the Co-founders**

Matt Winkler – SEME Co-Founder / American University Online M.S. in Sports Analytics & Management  
Jimmy Lynn – SEME Co-Founder, Kiswe Mobile / Georgetown University  
Buffy Filippell – Founder & President, Teamwork Online

**9:10 AM – 9:45 AM**

**Keynote Presentation: Gary Gertzog – President, Business Affairs, Fanatics, Inc.**

**9:45 AM – 10:30 AM**

**State of the Industry Trends and Outlook for 2021 & Beyond**

Joe Briggs – Public Policy Counsel, NFL Players Association  
Chris Dougan – Chief Communications Officer, Genius Sports  
Brett Sullivan – Vice President, Sales, NBC Sports Washington  
Jim Van Stone – President, Business Operations & Chief Commercial Officer, Monumental Sports & Entertainment

**Moderator:** Matt Winkler – SEME Executive Director; American University / M.S. Sports Analytics

**10:30 AM – 11:20 AM**

**State of the Union: DeMaurice Smith, Executive Director, NFL Players Association**

**Interviewed by** Matt Winkler – American University, Director, Online M.S. in Sports Analytics & Management

**11:20 AM – 12:00 PM**

**The Pandemic Effect on Sports: Opportunities, Challenges, and Lessons Learned**

Keith Gill – Commissioner, Sun Belt Conference  
Mitch Poll – Chief Marketing Officer, National Women's Soccer League (NWSL)  
Tisha Thompson – Enterprise Reporter, ESPN  
Tony Wylie – President, Special Olympics North America

**Moderator:** Chris Hudgins – Managing Director, Team Services LLC

**12:00 PM – 12:40 PM**

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

*Sponsored by:*

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

Zach Henderson – Manager, Inside Sales, Washington Nationals (MLB)  
Rachel Northridge – Client Services Manager, Monumental Sports & Entertainment (NBA/NHL/WNBA)  
Benjamin Krakower – Manager of Sales, NY Islanders (NHL)  
Kathleen Coyle – Senior Manager, Premium Sales, Minnesota Vikings (NFL)  
Joey Meredith – Manager, Inside Sales, Tennessee Titans (NFL)  
Andrew Rossi – Manager, Membership Sales & Service, Golden State Warriors (NBA)

**Moderator:** Michelle Price – Consultant, Teamwork Online



- 1:00 PM – 1:40 PM**      **Keynote Conversation: Innovative Sports Leadership, The Fluid Fan & the Olympic Movement**
- Angela Ruggiero, CEO, Sports Innovation Lab / 4X Olympian / U.S.O.C. / I.O.C.**  
with Christine Brennan, USA Today, CNN, ABC, Author
- 1:40 PM – 2:20 PM**      **The Evolution of Media + Social Consumption in Sports**
- Hosted by:** Jimmy Lynn, Kiswe Mobile / Georgetown University
- Angela Alfano – Senior Director, Corporate Communications, Major League Soccer (MLS)  
Andi Perelman – Vice President, Digital, Pittsburgh Penguins (NHL)  
Alyssa Romano – Vice President, Communications, Octagon  
Will Yoder – Sports Partnerships, Instagram
- 2:20 PM – 2:50 PM**      **Fire Side Chat: The Future of Sports Media, Broadcasting & Streaming**
- John Ourand – Media Reporter, SportsBusiness Journal (SBJ)**  
Interviewed by Billy Stone, CBS Sports
- 2:50 PM – 3:30 PM**      **The New Sports Job Search: Human Capital & Career Acceleration**
- John Ferguson – Vice President, People & Culture, Monumental Sports & Entertainment (NBA,NHL,WNBA+)  
Buffy Filippell – Founder & President, Teamwork Online  
Mary Sirico – Director of Talent Acquisition, Culture Curator, Octagon  
Johnathan Moersdorf – Director, Talent Acquisition – FanDuel Group
- Moderator:** Meredith Geisler – Senior Vice President, Tandem Sports + Entertainment
- 3:30 PM – 4:00 PM**      **Fire Side Chat: Darren Rovell, The Action Network – The Business of Sports Betting, Investment Assets, SPACs & NFTs**
- Interviewed by Matt Winkler – American University, Director, Online M.S. in Sports Analytics & Management
- 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, Tiger Woods Foundation  
Bill Fagan – Chief Executive Officer, Aspire Group  
Christina Friedberg Filler – Sponsorship Program Manager, AWS re:Invent, Amazon  
Jesse Tomares – Global Partnerships, Ultimate Fighting Championship (UFC)
- Moderator:** Jason Mollica – Executive/Professor, American University School of Communications
- 4:40 PM – 5:20 PM**      **Sports Technology, CRM, Fantasy, Mobile, eSports & Virtual Reality: What’s next in an Explosive Landscape**
- Nathan Lindberg – Global Sponsorship Sales, Amazon Twitch  
Britton S. Miller – Senior Vice President, Fortress  
Benita Fitzgerald Mosely – Head of Community & Impact; President of FundPlay, at LeagueApps
- Moderator:** Carlos Silva – Senior Advisor, World Team Tennis (WTT)

*CONCLUSION OF DAY ONE*

SEME 2021– CONFERENCE SCHEDULE: DAY 2

FRIDAY, MARCH 26

9:00 AM – 9:10 AM

**Welcome:** Matt Winkler – American University, Director, Online M.S. in Sports Analytics & Management

9:10 AM – 10:00 AM

**#BreakfastWithBuffy**



**Buffy Filippell – Founder & President, Teamwork Online**

10:00 AM – 10:40 AM

**Social Impact, Community Engagement & Corporate Responsibility in Sports**

Trina Bolton – Sports Diplomacy Officer, U.S. State Department  
Michael Vaughan Cherubin – Director of National Program Expansion, U.S. Soccer Foundation  
Keenan Harrell – Community Relations Manager, Baltimore Ravens (NFL)  
Stacey Ullrich – Global Head Social Responsibility, Under Armour

**Moderator:** Darian Johnson – Marketing Manager, Sports & Entertainment, EVERFI

10:40 AM – 11:20 AM

**Fire Side Chat: Game Changer – The Power of Data, Analytics & Technology in Sports**

**Jessica Gelman – Chief Executive Officer, Kraft Analytics Group (KAGR) / Co-founder & Co-Chair, MIT Sloan Sports Analytics Conference**

Interviewed by Matt Winkler – American University, Director, Online M.S. in Sports Analytics & Management

11:20 AM – 12:00 PM

**Athlete Representation and NCAA NIL (Name, Image, Likeness)**

Jene Elzie – Chief Growth Officer, Athletes First Partners  
Dior Ginyard – Director, Player Affairs, NFL Players Association (NFLPA)  
Matt Laczkowski – Director, Talent Representation, Tandem Sports + Entertainment

**Moderator:** Andrew Smith – Association AD, Operations & Compliance, American University

12:00 PM – 12:40 PM

**Building a Fan Base as Your Career: Revenue Generation from Sale to Seats**

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**Moderator:** Michelle Price – Consultant, Teamwork Online



1:00 PM – 1:40 PM

**Interactive Keynote Discussion:**

**Jonathan Tillman, Vice President, National Basketball League (NBA)**

1:40 PM – 2:20 PM

**Show Me The Money - Breaking Into Sports with Activation & Execution  
Consumer Engagement to Revenue Generation**

Nick Cartan – Executive Vice President, Commercial Partnerships, Thrill One Sports & Entertainment  
John Fitzpatrick – Marketing Manager, NFL Players Association (NFLPA)  
Chris Weiner – Senior Manager, Corporate Sales & Service, Washington Nationals (MLB)  
Benjamin Krakower – Manager of Sales, NY Islanders (NHL)

**Moderator:** Andy Dolich – President-Dolich Consulting. COO FCF (Fan Controlled Football)

*One Final Short Break Before The Big Finish*

2:30 PM – 3:20 PM

**The Future of Experiential Digital Consumption Storytelling**

**Fire Side Chat:** Michael Schabel – CEO, Kiswe –

**Hosted by** Jimmy Lynn – SEME Co-Founder, Kiswe Mobile / Georgetown University  
Kiswe – Fast Company's 10 Most Innovative Live Events Companies for 2021

3:20 PM – 4:00 PM

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

Jacque Skowvron – Manager, Communications, DICK'S Sporting Goods  
Michael Kammerman – Press Officer, Men's National Team, U.S. Soccer  
Eric Mayes – USA Football | Managing Director, USA Football  
Patrick Wixted – Senior Vice President, Ketchum Worldwide

**Moderator:** Wylie Chen – Entrepreneur/Educator/ former U.S. Soccer Foundation executive

4:00 PM – 4:30 PM

**Game On! Re-Opening Stadiums, Playing Ball & What Fans Need to Know**

**Fire Side Chat:** David Touhey – President, Venues, Monumental Sports & Entertainment

Interviewed by Matt Winkler – American University, Director, Online M.S. in Sports Analytics & Management

4:30 PM – 4:40 PM

**The SEME Wrap-Up Show: Building Your Personal Brand in Sports & Beyond**

**CONFERENCE CONCLUDES**



**THANK YOU & SEE YOU IN 2022 – LIVE & IN-PERSON!**