

9TH ANNUAL

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Dates MARCH 30-31 2012	Location NATIONALS PARK, WASHINGTON D.C.	Host GEORGETOWN UNIVERSITY	Find out more and Register NOW WWW.SEME-NOW.COM
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2012 Keynote Speakers

Steve Battista
Senior Vice President,
Under Armour



Heidi Ueberroth
President,
Global Marketing Partnerships and
International Business Operations, NBA



Desiree Filippone,
United States Olympic
Committee



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SEME 2011, was kicked off by Keynote Speakers Matt Mirchin, the senior VP of sports marketing with Under Armour, Tim Brosnan, Executive VP, Business, at Major League Baseball (MLB), and Jon Achar, VP of marketing and creative services at ESPN



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