



“Made For Men. Built For Impact”

Oct. 15–17, 2025
Hyatt Regency Grand Cypress, Orlando, FL

Master Agenda

PROGRAM AGENDA IS TENTATIVE AND SUBJECT TO CHANGE

#XCELsummit

WEDNESDAY, OCT. 15, 2025

1:00 p.m. – 6:00 p.m.

Reg 1

Event Check-in

All registered attendees must check in to receive their event credentials.

1:00 p.m. – 5:30 p.m.

Portico East/West

XCEL Lounge

Join us for the perfect opportunity to meet up with peers and our sponsors. Recharge with a cash bar and games, and enjoy this space to exchange ideas, make connections, and network.

3:30 p.m. – 5:00 p.m.

Windsong 3/4/5

Networking: Making the Most of XCEL

This session is specially designed for professionals to connect with potential mentors, advocates, and sponsors who are key to career advancement. Learn the skills you need to network effectively in any setting. You'll leave this session ready to put what you learn into practice immediately, with specific networking objectives to achieve during the XCEL Summit.

Facilitator

- **Ramon Ray, Founder, CelebrityCEO.com**

6:00 p.m. – 7:00 p.m.

Windsong 1/2/6

Welcome Reception

Hosted by *Fidelity Investments*

XCEL Summit Master Agenda
October 15–17, 2025

Remarks

- **Earl “Butch” Graves Jr., CEO, BLACK ENTERPRISE**

7:00 p.m. – 10:00 p.m.

Grand Cypress Ballroom

XCEL Awards

Evening Attire: Red-Carpet Chic

Hosted by ***FedEx***

The XCEL Summit Awards honors men who are the living embodiment of the purpose of the XCEL Summit: “Celebrating the best of who we are.” The XCEL Awards recognize outstanding trailblazers whose achievements, influence, impact, and leadership have helped to open doors of opportunity and present an inspiring example of success for others, especially men of color. The accomplishments of these honorees will continue to set the standard of success to which others aspire to match and exceed. Dress to impress in your best sports jacket, suit combo, and classy attire for a night you will not forget!

Welcome Remarks

- **Earl “Butch” Graves Jr., CEO, BLACK ENTERPRISE**
- **Jason Campbell, Managing Director, Global Security Technology, FedEx**

MC

- **Ed Gordon, President, Ed Gordon Media**

Award Honorees

- **George C. Fraser, Founder, FraserNet Inc.**
- **Rev. Dr. W. Franklyn Richardson, Senior Pastor, Grace Baptist Church**
- **John Hope Bryant, Founder, Chairman & CEO, Operation HOPE, Inc. | Bryant Group Ventures LLC**
- **Larry Fitzgerald Jr., Former NFL Player, Philanthropist, Investor, Larry Fitzgerald Foundation**
- **Troy Taylor, Founder, Chairman & CEO, Coca-Cola Beverages Florida**
- **Robert Smith, Founder, Chairman and CEO, Vista Equity Partners**

THURSDAY, OCT. 16, 2025

8:00 a.m. – 8:45 a.m.

Portico

Continental Breakfast

8:00 a.m. – 4:00 p.m.

Reg 1

Event Check-in

All registered attendees must check in to receive their event credentials.

9:00 a.m. – 9:15 a.m.

Grand Cypress Ballroom

Opening Remarks

- **Earl ‘Butch’ Graves Jr., CEO, BLACK ENTERPRISE**

MC

- **Ramon Ray, Founder, CelebrityCEO.com**

9:15 a.m. – 10:00 a.m.

Grand Cypress Ballroom

XCEL Honoree Fireside Chat: Leading America’s Financial Freedom Movement

As the founder of the nation’s “largest not-for-profit and best-in-class provider of financial literacy, financial inclusion and economic empowerment tools and services,” Operation Hope CEO **John Hope Bryant** is on a relentless crusade for the financial freedom of Americans, as the key to unlocking potential, bridging divides, and crafting a brighter future. Join us to receive Bryant’s urgent call to leaders in every community to embrace and advance financial inclusion and wealth creation as the civil rights issue of our time.

Speaker:

- **John Hope Bryant, Founder, Chairman & CEO, Operation HOPE, Inc. | Bryant Group Ventures LLC**

Moderator:

- **Earl “Butch” Graves Jr., CEO, BLACK ENTERPRISE**

10:00 a.m. – 10:45 a.m.

Grand Cypress Ballroom

XCEL Fireside Chat: How To Succeed in the AI Age

Hosted by *Amazon*

Artificial intelligence is no longer limited to research labs or specific industries. It’s being incorporated into products, services, and processes in areas ranging from healthcare and finance to transportation and entertainment, transforming how we live, work—and lead. Establishing a reputation for understanding the opportunities and risks associated with the rapid development and widespread integration of AI is critical to your career success. Join this session to learn how to stand out as a top performer and effective leader in the age of AI.

Speakers:

- **Dexter Brown, VP, Global Customer Delivery, Dell Technologies Service**
- **Lester McPherson, Director, Global Specialized Delivery, AWS**

Moderator:

- **Dwayne Dixon, Managing Principal, Dwayne Dixon International**

11:00 a.m. – 11:45 a.m.

Windsong 1/2/6

Session 1A: Leveraging Your Performance Review for Career Success

Never again dread, be surprised by, or face disappointment with your annual performance review. Join this session to learn the strategies and practices to position yourself for successful reviews and the opportunities, promotions, and increased compensation they bring. Gain valuable clarity on what you should be doing throughout the year—and what *not* to do—to get what you want from performance reviews.

Speakers:

- **Donald W. Comer, Interim President, Lane College**
- **Mike Jones – VP, Cyber Security Platforms, Nationwide**

Moderator:

- **Eric Ryan, SVP, Chief Communications Officer, NASCAR**

11:00 a.m. – 11:45 a.m.

Windsong 3/4/5

Session 1B: Get What You Deserve: How to Negotiate Your Compensation Package

High financial compensation for high-impact performance is one of the major rewards of success as an executive in corporate America, especially on the path to C-suite responsibility. However, many end up underpaid compared to their peers because they simply don't know what to ask for—or don't have the confidence to ask for it. Join this session to learn strategies and practices to confidently negotiate compensation throughout your career, going beyond the basics of an annual salary and benefits, with a focus on understanding and maximizing your market value for your position, profession, experience, company, and industry.

Speakers:

- **Kenneth L. Johnson, CEO, East Coast Executives**
- **Nathan Adams, Founder, First Impressions Resume Center**
- **Orlando Haynes, N. America Talent Acquisition Lead, The Mosaic Company**

Moderator:

- **Tristan Layfield, Owner, Head Career Coach, Layfield Resume Consulting**

11:00 a.m. – 3:30 p.m.

Grand Cypress Ballroom G

Executive Leadership One-on-One Coaching

Hosted by *JPMorgan Chase*

(25-minute one-on-one sessions by appointment only)

11:00 a.m. – 3:30 p.m.

Poinciana A-B

Financial Coaching

Hosted by *Fidelity Investments*

(25-minute one-on-one sessions by appointment only)

11:00 a.m. – 5:00 p.m.

Portico East/West

XCEL Lounge

Join us for the perfect opportunity to meet up with peers and our sponsors. Recharge with a cash bar and games, and enjoy this space to exchange ideas, make connections, and network.

12:00 p.m. – 12:45 p.m.

Windsong 1/2/6

Session 2A: Started at the Bottom: From the Frontline to the Executive Suite

From the mailroom to a corner office? It's not easy, but it happens more often than you'd think. Today's frontline worker or supervisor can become tomorrow's rising executive talent. Join this session to learn how to get to your company's or profession's executive ranks, no matter where you are starting from—from a panel of successful executives who've done it.

Speakers:

- **Tim Cooper, SVP, Supply Chain Operations, Walmart**
- **Jeremy Luke, Senior Lending Manager, JPMorgan Chase**
- **Marc Williams, SVP of Operations, FedEx**

Moderator:

- **Brandon Frame, Ed.D., Founder, TheBlackManCan Inc.**

12:00 p.m. – 12:45 p.m.

Windsong 3/4/5

Session 2B: From Operations to Leadership: Intro to P&L Management

The ability to understand and utilize a Profit & Loss (P&L) statement, (also known as an income statement) for informed decision-making is a key asset to your career advancement—and expected of high-potential professionals in the corporate talent pool. Even without a financial background, you can learn how to analyze P&L statements to improve financials within your organization or area of responsibility. Join this workshop for the fundamentals of understanding financial concepts, analyzing financial statements, and discussing financial matters confidently with colleagues and stakeholders.

Facilitator:

- **DeWayne Allen, Strategic Capture Executive, Raytheon**

1:00 p.m. – 3:00 p.m.

Grand Cypress Ballroom

XCEL Town Hall Luncheon: A Call-To-Action for Men of Excellence

Calling all XCEL Summit attendees to join an open forum with our 2025 XCEL Award honorees, led by iconic journalist and 2024 XCEL Award Honoree Ed Gordon. Our agenda: What will we do to make a difference after we leave the Summit? Don't miss your opportunity to weigh-in as we hold ourselves collectively accountable for moving forward in an unprecedented time of change, challenge and opportunity. It's time for us to step up; our future depends on it!

Speakers:

- **George C. Fraser, Founder, FraserNet Inc.**
- **Troy Taylor, Founder, Chairman & CEO, Coca-Cola Beverages Florida**

- **Rev. Dr. W. Franklyn Richardson, Senior Pastor, Grace Baptist Church**

Moderator:

- **Ed Gordon, President, Ed Gordon Media**

3:00 p.m. – 5:00 p.m.

Portico East/West

XCEL Lounge

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- **3:30 p.m. – 4:30 p.m.**

Barbershop Debates

Hosted by *Walmart*

Join us in the XCEL Lounge while debating various topics over fresh fades and brotherhood.

Host:

- **Kyle O’Quinn, Executive Director of Athletic Advancement, Norfolk State University**

Speakers:

- **JayR McIntyre, DBA(c), MBA, PMP, Doctoral Candidate, Doctor of Global Business**
- **Obinna Keke, Head of Innovation, Shea**

Gentlemen’s Night Out

6:00 p.m. – 8:00 p.m.

Enjoy a night out on your own, exploring South Florida and visiting local restaurants.

Cigar & Cognac

Pool View Overlook

8:00 p.m. – 10:00 p.m.

Cigars Provided by *Tres Lindas*

Whether you are a seasoned cigar smoker or just beginning your journey into the world of cigars, join us for a poolside experience and mixer to end the evening with featured cigars by Tres Lindas.

FRIDAY, OCT. 17, 2025

Continental Breakfast

Portico

7:00 a.m. - 7:45 a.m.

8:00 a.m. – 1:00 p.m.

Reg 1

Event Check-in

All registered attendees must check in to receive their event credentials.

8:00 a.m. – 8:05 a.m.

Grand Cypress Ballroom

Opening Remarks

- **Kyle Allman, EVP, Chief Revenue Officer, BLACK ENTERPRISE**

8:05 a.m. – 8:15 a.m.

Grand Cypress Ballroom

XCEL Honoree Award Presentation

The XCEL Summit Awards honors men who are the living embodiment of the purpose of the XCEL Summit: “Celebrating the best of who we are.” The XCEL Awards recognize outstanding trailblazers whose achievements, influence, impact, and leadership have helped to open doors of opportunity and present an inspiring example of success for others, especially men of color.

Honoree:

- **Robert Smith, Founder, Chairman and CEO, Vista Equity Partners**

8:15 a.m. – 9:15 a.m.

Grand Cypress Ballroom

XCEL Honoree Fireside Chat: The Principles of Bold Leadership

Hosted by *UnitedHealth Group*

Get ready for a leadership masterclass like none other, from one of the most successful business leaders in America. 2025 XCEL Award Honoree **Robert F. Smith**, author of the new book *Lead Boldly*, joins Black Enterprise CEO Earl Graves Jr. to share the insights and experiences that shapes his approach to leadership as a billionaire business mogul, investor, and philanthropist—and how you can apply those lessons to excel in your own life and career.

Remarks:

- **E. Selemon Asfaw, Chief Financial Officer, Optum Health**

Speaker:

- **Robert Smith, Founder, Chairman and CEO, Vista Equity Partners**

Moderator:

- **Earl “Butch” Graves Jr., CEO, BLACK ENTERPRISE**

9:15 a.m. – 10:00 a.m.

Grand Cypress Ballroom

XCEL Fireside Chat: Achieving GOAT Status: Building Reputational Excellence

Hosted by *AARP*

Success on a project or for a season or two is one thing; building a reputation for excellence over time, across a diverse range of endeavors, is another. The careers of Hollywood icon **Blair Underwood** and category-defying visionary **David Banner** exemplify GOAT status—consistently delivering high performance under pressure. Do not miss this XCEL mainstage masterclass on why self-mastery and continuous improvement—including prioritizing your mental health and financial wellness—are key to not just surviving but thriving both in business and in life.

Speakers:

- **David Banner, Actor, Founder, CEO, A Banner Vision**
- **Blair Underwood, Award-winning American Actor, Director, Producer**

Moderator:

- **Alfred Edmond Jr., SVP/Executive Editor, BLACK ENTERPRISE**

10:15 a.m. – 11:00 a.m.

Windsong 1/2/6

Session 3A: Financial Planning: From Working for Money to Putting Money to Work

“The more I make, the more I spend.” If you identify with that statement, you’re experiencing lifestyle creep, a common phenomenon where individuals spend more on non-essential items as their income increases. Lifestyle creep can lead to a cycle of increased spending and debt, making it harder for you to achieve financial stability and long-term goals as you advance in your career. Join this session to learn key strategies—such as leveraging the power of charitable giving—to change your story to: “The more I make, the more I save and invest to drive multigenerational wealth creation.”

Speakers:

- **Zeke James, Head of Advisor Acquisition & Development, Fidelity Charitable**
- **Octavius “Ted” Reid III, SVP, Wealth Advisor, Morgan Stanley**
- **Wayne Monfries, SVP Global Tax, VISA**

Moderator:

- **Chike Uzoka, Founder, CEO, Valentine Global**

10:15 a.m. – 11:00 a.m.

Windsong 3/4/5

Session 3B: Performing Under Pressure: Protecting Your Mental Health at Work

Men are under constant pressure to perform, especially in high-pressure corporate environments. Too many learn the hard way: You can’t outperform your trauma. Protecting your mental health is a critical necessity for achieving success in corporate America and life. Join this session to learn proactive strategies and lifestyle choices that you can use to build emotional resilience and protect your mental health.

Speakers:

- **Dr. Philippe Douyon, Neurologist, Founder of The Inle BrainFit Institute**
- **Arron Muller, LCSW, CEO, Modify Wellness Inc.**
- **Brandon Nodi, Director – Inclusion & Belonging, UnitedHealth Group**

Moderator:

- **Adrian Porter, Founder, Mid-Career Mastery**

11:00 a.m. – 3:30 p.m.

Grand Cypress Ballroom G

Executive Leadership One-on-One Coaching

Hosted by *JPMorgan Chase*

(25-minute one-on-one sessions by appointment only)

11:00 a.m. – 3:30 p.m.

Poinciana A-C

Financial Coaching

Hosted by ***Fidelity Investments***

(25-minute one-on-one sessions by appointment only)

11:15 a.m. – 12:00 p.m.

Windsong 1/2/6

Session 4A: Health Is Wealth: Living Stronger, Lasting Longer, Making More

The healthier you are, the more money you can earn and the longer you can live to enjoy the fruits of your labor. Join this session to learn how to maximize your health span—the number of years in which you are free of physical, mental, emotional, and cognitive disease—by minimizing the biggest threats to your life span: cancer, heart disease, metabolic disorders, and cognitive illnesses such as Alzheimer's.

Speakers:

- **Kurt Mangum II, VP of Strategic Partnerships, International Sports Sciences Association; Co-Founder, CoupleFit**
- **Gregory Lafortune, Registered Dietitian Nutritionist, Optimal Plan Nutrition, LLC**
- **Matthew Gibson, AVP, Head of Behavioral Insurance Activation, John Hancock**

Moderator:

- **Kirk Charles, Founder, Fit Beyond 40**

11:15 a.m. – 12:00 p.m.

Windsong 3/4/5

Session 4B: How to Master AI for Career ROI

Artificial intelligence is revolutionizing every industry by simultaneously eliminating jobs, creating demand for new ones, and giving rise to entirely new career paths. Join this session to learn how to use AI to excel in your current role and position yourself for future opportunities.

Facilitator:

- **Cliff Worley, AI Speaker/Expert, Head of Portfolio Marketing, Kapor Capital**

12:15 p.m. - 1:45 p.m.

Grand Cypress Ballroom

XCEL Lunch:

BE Global: Making International Assignments Pay Off

Hosted by ***Manulife/John Hancock***

Taking an international assignment can be a significant career and personal opportunity to explore new cultures, acquire and enhance valuable skills, and expand your professional network, but it also requires careful preparation and a willingness to adapt. Join this session with brothers who have been there and done that. Gain insights on everything from leveraging foreign assignments for career advancement to bridging cultural divides and establishing a global network to discovering Black male identity in a fresh context of global citizenship.

Speaker:

- **Patrick Felder, SVP, Employee Success (HR), Salesforce**
- **David Anderson, President, Amazon DSP**

Moderator:

- **Alfred Edmond Jr., SVP/Executive Editor, BLACK ENTERPRISE**

Program Ends