



*“Made For Men. Built For Impact”*

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

***PROGRAM AGENDA IS TENTATIVE AND SUBJECT TO CHANGE***

**#XCELsummit**

<b>WEDNESDAY, OCT. 15, 2025</b>
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**1:00 p.m. – 6:00 p.m.**

**La Coquina**

**Event Check-in**

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

**1:00 p.m. – 6:00 p.m.**

**Portico & Portico Terrace**

**XCEL Showcase & Lounge**

Network with your peers and our sponsors and recharge with a cash bar and games. There will be dope goodies and exclusive giveaways from our sponsors.

**3:30 p.m. – 5:00 p.m.**

**Windsong 3&4**

**Networking: Making the Most of XCEL**

This session is specially designed for professionals aged 35 and under 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.**

**Portico & Portico Terrace**

**Welcome Reception**

Hosted by *Fidelity Investments*

XCEL Summit External Agenda  
October 15–17, 2025

8/8/2025 10:18 AM

**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, VP, Operations, Ops Systems & Support, FedEx**

**MC**

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

**Award Honorees**

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

<b>THURSDAY, OCT. 16, 2025</b>
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**8:00 a.m. – 8:45 a.m.**

**Portico**

**Continental Breakfast**

**8:00 a.m. – 4:00 p.m.**

**La Coquina**

**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: TBD**

Hosted by *UnitedHealth Group*

**Speaker:**

- **Larry Fitzgerald Jr., Former NFL Player, Philanthropist, Investor, Larry Fitzgerald Foundation**

**10:00 a.m. – 10:45 a.m.**

**Grand Cypress Ballroom**

**XCEL Honoree Fireside Chat**

**Speaker:**

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

**Moderator:**

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

**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.

**Moderator:**

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

**11:00 a.m. – 11:45 a.m.**

**Windsong 3-5**

**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.

**Moderator:**

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

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8/8/2025 10:18 AM

**11:00 a.m. – 3:30 p.m.**  
**Executive Leadership One-on-One Coaching**  
Hosted by *JPMorgan Chase*

**Poinciana A-B**

**11:00 a.m. – 3:30 p.m.**  
**Financial Coaching**  
Hosted by *Fidelity Investments*

**Poinciana C-D**

**11:00 a.m. – 5:00 p.m.**  
**XCEL Showcase & Lounge**

**Portico & Portico Terrace**

Network with your peers and our sponsors and recharge with a cash bar and games. There will be dope goodies and exclusive giveaways from our sponsors.

**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 3-5**

**Session 2B: How To Succeed in the AI Age**

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:**

- **Ibrahima Garba, VP, Strategic Planning, Dell Technologies Service**
- **Amazon Sponsor Rep**

**Moderator:**

- **Dwayne Dixon, AI Practitioner, Executive Advisor, Dwayne Dixon International**

**1:00 p.m. – 2:30 p.m.**

**Grand Cypress Ballroom**

**XCEL Lunch: Mobilizing On an Agenda for Black Progress**

To describe the current political and economic environment as hostile to the interests of Black people and communities is to put it mildly. However, throughout history, the best and brightest among us have always stepped up at critical moments to bring the focus, solutions, and leadership needed to move African Americans forward. Now it's our turn: no one is coming to save us—it's up to us to save ourselves. Join award-winning journalist, author, and 2024 XCEL Award Honoree Ed Gordon as he leads a discussion with some of today's most vocal and impactful leaders for a collective call to action for Black men.

**Speakers:**

- **George C. Fraser, Founder, FraserNet Inc.**
- **Troy Taylor, Founder, Chairman & CEO, Coca-Cola Beverages Florida**
- **Dr. Jamal-Harrison Bryant, Senior Pastor, New Birth Missionary Baptist Church; Author; Activist**

**Moderator:**

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

**2:45 p.m. – 3:30 p.m.**

**Windsong 3-5**

**Session 3: 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**

**2:45 p.m. – 6:00 p.m.**

**Portico & Portico Terrace**

**XCEL Showcase & Lounge**

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- **3:45 p.m. – 4:45 p.m.**  
**Barbershop Debates**  
Hosted by *Walmart*

**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.

**Nightcap Cigar & Cognac****Pool View Overlook****8:00 p.m. – 10:00 p.m.**Hosted 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.

**FRIDAY, OCT. 17, 2025****Continental Breakfast****Portico****7:45 a.m. - 8:30 a.m.****8:00 a.m. – 1:00 p.m.****La Coquina****Event Check-in**

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

**8:00 a.m. – 8:45 a.m.****Grand Cypress Ballroom****Morning Motivation**

Professional success means nothing if we're not also tending to our spiritual fulfillment—in fact, without the latter, the former is unsustainable. Start the morning off with an uplifting and empowering word to feed our souls and inspire us to go forward with courage and faith.

**Speaker:**

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

**8:45 a.m. – 9:30 a.m.****XCEL Honoree Fireside Chat****Speaker:**

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

**9:45 a.m. – 10:30 a.m.****XCEL Fireside Chat****Speaker:**

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

**Moderator:**

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

**10:45 a.m. – 11:30 a.m.****Windsong 1/2/6****Session 4A: 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.

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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.”

**Speaker:**

- **Fidelity Sponsor Rep**

**10:45 a.m. – 11:30 a.m.**

**Windsong 3-5**

**Session 4B: Performing Under Pressure: Protecting Your Mental Health at Work**

Black 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.**
- **UHG Sponsor Rep**

**Moderator:**

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

**11:00 a.m. – 3:30 p.m.**

**Poinciana A-B**

**Executive Leadership One-on-One Coaching**

Hosted by *JPMorgan Chase*

**11:00 a.m. – 3:30 p.m.**

**Poinciana C-D**

**Financial Coaching**

Hosted by *Fidelity Investments*

**11:45 a.m. – 12:30 p.m.**

**Windsong 1/2/6**

**Session 5A: 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**

**11:45 a.m. – 12:30 p.m.**

**Windsong 3-5**

**Session 5B: 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, CoupleyFit**
- **Gregory Lafortune, Registered Dietitian Nutritionist, Optimal Plan Nutrition, LLC**
- **Manulife/John Hancock Rep**

**Moderator:**

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

**12:45 p.m. - 2:15 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.

**Program Ends**