



2026 BEYOND THE HUSTLE: THE BUSINESS OF SPORTS & MEDIA PANEL DISCUSSION

Featured Panelists



**Priscilla Loomis, Olympian & Media Personality, Priscilla Loomis, LLC
EMCEE**

Priscilla Loomis is an Olympian, entrepreneur, nonprofit founder, and media personality. She currently serves as the morning show host for a 106.3 Coast Country WKOE radio station and as the host of Respect the Audacity, a sports show that highlights and celebrates women in sports. As a dynamic motivational speaker, she captivates and empowers audiences by sharing her transformative athletic story of perseverance, purpose, and resilience.

Priscilla is a passionate fighter, leader, and ally who believes in the power of positive energy, self-love, and lifting others up. Her philosophy is simple: “be the rising tide that lifts all ships” and to “live a life excellence, impact and insane confidence.”

As a philanthropist, The Priscilla E. Frederick Foundation is dedicated to empowering underprivileged youth, with a special focus on supporting young people from single-parent households. Through awards, scholarships, and grants, the foundation aims to provide access to educational and personal development opportunities that can help break negative cycles and open doors to brighter futures. In addition, the foundation hosts Women Empowerment Workshops, designed to uplift and inspire underserved girls.

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Alex Holley, Broadcaster, FOX29 Philadelphia
MODERATOR



Alex Holley is the energetic co-host of ‘Good Day Philadelphia’ at FOX 29. Since moving to the Philadelphia area, she has mesmerized television viewers with her vivacious personality and endearing sense of humor. Philly Magazine labels her as ‘Your Best Friend on TV’ and considers her as one of the ‘76 Most Influential’ people in Philly. Since residing in Philly, her influence and social media presence have grown internationally.

In addition to receiving multiple Emmy nominations, her work has garnered a variety of accolades. Philadelphia Magazine’s ‘Best of Philly’ issue described her as ‘smart, funny and sassy’ in naming her Best TV Personality. She was also voted ‘Best Television Personality,’ an honor bestowed by the nation’s oldest society of professional journalists, The Philadelphia Pen & Pencil Club. Currently, she is a Board Member of the Broadcast Taskforce of the National Association of Black Journalists.

Before moving to Philly, Alex worked in Myrtle Beach, South Carolina, as a weekend anchor and morning reporter for WMBF-TV news programs. Prior to that, she worked as an anchor, reporter, and producer at KOMU-TV in Columbia, Missouri. Alex previously anchored the innovative multi-source news website, Newsy.com, and was featured in their digital journalism display in the Newseum in Washington, D.C. before its closing. A proud graduate of the University of Missouri, Alex passionately believes in community service and volunteers with multiple organizations. She has served as a key-note speaker, panelist, and MC for several initiatives.

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**Delvon M. Matthews, SVP Baseball Development, MLB
PANELIST**

Delvon M. Matthews enters his 24th season in Professional Baseball, with 2026 marking his 11th year in the Office of the Commissioner, where he serves as MLB’s Senior Vice President of Baseball Development. In this capacity, Matthews is a primary architect of the league’s efforts to diversify and grow the game, overseeing the day-to-day operations of the MLB Youth Academies in Compton, CA, and New Orleans, LA. He also serves as the lead official for MLB Club Youth Academies in major markets, including Philadelphia, Houston, Dallas, Kansas City, Cincinnati, and Washington, D.C.

A specialist in high-impact youth baseball initiatives, Matthews leads the HBCU Swingman Classic, the Andre Dawson Classic, and the Hank Aaron

Invitational—programs designed to provide elite-level instruction and professional exposure to diverse amateur players nationwide. Additionally, he oversees the baseball and game operations for the MLB All-Star Futures Game and serves on the Technical Committee for the World Baseball Classic.

Matthews’ executive journey began as an inaugural participant in MLB’s prestigious Executive Development Program (2006-08). Before his tenure at the Commissioner’s Office, he spent eight years with the Chicago White Sox organization, finishing as the Assistant Director of Player Development. His deep ties to the game began on the field as a member of the Milwaukee Brewers organization and a standout student-athlete at Texas Southern University, where he served as Team Captain and earned All-SWAC Honors. He is part of a distinguished baseball lineage as the son of 17-year Major League veteran Gary “Sarge” Matthews and brother of 10-year veteran Gary Matthews Jr.

Matthews recently earned a Master of Science in Sports Leadership with a concentration in Data Analytics and is currently pursuing a Master of Business Administration (MBA) at Abilene Christian University, with anticipated completion in December 2026. He holds a Bachelor’s degree in Communications from the University of Illinois at Chicago. Matthews is a Life Member of Kappa Alpha Psi Fraternity, Inc. and currently serves on the Board of Directors for the New Rochelle-White Plains (NY) Alumni Chapter. He also serves on the USA Baseball Golden Spikes Award selection committee.

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Andrew J. Miller, Audio Engineer, NFL Films
PANELIST

Andrew J. Miller is a Grammy nominated music producer and four-time Emmy Award– winning audio engineer, with over 17 years at NFL Films as a location audio engineer, he has built a career at the intersection of television and film production as well as forward-thinking music creation.

His work spans collaborations and placements alongside artists and creatives such as Jazmine Sullivan, Adam Blackstone, James Poyser, Questlove, and Rihanna, with music featured across major platforms including ESPN, Prime Video, Starz, and Show3me.

A multi-instrumentalist and versatile composer, Andrew specializes in creating music for television, film, and commercial projects. His recent scoring work includes Mountain Dew’s “Gimme A Dew” theme song, acclaimed documentary *Bye Bye Barry* as well as independent films like *Kenyatta: Do Not Wait Your Turn*.

Recognized for both technical excellence and creative range, Andrew continues to push boundaries as a music producer and storyteller in today’s evolving media landscape.

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Brandy J. Pickett, Manager, Premium and Special Event Strategy, Philadelphia Eagles
PANELIST

Brandy Joy Pickett is a dynamic sports professional specializing in premium client strategy, event innovation, and relationship-driven experiences. A Pittsburgh native and Temple University graduate, she serves as Manager of Premium and Special Event Strategy for the Philadelphia Eagles, where she leads cross-functional collaboration across event operations, corporate partnerships, marketing, and premium seating to deliver seamless, high-impact experiences at Lincoln Financial Field.

She drives the development of streamlined processes for third-party events, creating consistent marketing materials, pricing models, and client intake strategies that elevate efficiency and execution. Brandy also stays at the forefront of industry trends across sports, live entertainment, and premium hospitality, using data and insights to

uncover new opportunities and inform strategy.

With a strong focus on client engagement, she partners with Premium Services to design and execute year-round membership experiences, including personalized touchpoints, exclusive events, and thoughtful gifting strategies that strengthen relationships and drive long-term value.

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