

# ABOUT OUR PANEL MEMBERS



## JUSTIN MORROW, BPC FOUNDING MEMBER

Morrow is a twelve year veteran of Major League Soccer, community leader and current Head of Sports Partnerships and Programs at the USC Race & Equity Center. In his role, Justin works with nonprofit organizations, sports agents, youth teams, collegiate athletic departments, professional sports teams, professional sports leagues, professional team owners, sporting labor unions, and sports governing bodies to harness the transformational power of sport through advancement of DEI initiatives. Justin specializes in player engagement having been recognized as 2021 MLS Humanitarian of the Year for his central role in founding Black Players for Change, a player-led nonprofit of more than 170 players, coaches and staff working to bridge the racial equity gap in sports. He brings to the Race & Equity Center the unique experience of convening players, executives and ownership to achieve policy reform, program design and strategic planning.

Prior to this position, Justin served as Technical Development Manager for Major League Soccer club Toronto FC where his responsibilities included both player engagement and diversity, equity and inclusion. He holds a Bachelor's Degree in Business Administration with a concentration in Finance from the University of Notre Dame's Mendoza College of Business. In January 2022 he was awarded a Fellowship at Harvard University's Weatherhead Center for International Affairs to conduct research on athlete activism in professional sports as part of their Global Sports Initiative Program. Born and raised in Cleveland, OH, Justin is a proud family man, health enthusiast, and world traveler.



## OGUCHI ONYEWU, VP OF SPORTING, U.S. SOCCER

A results-focused senior football executive with over 15 years of experience in operational business management and professional sports organizations, Onyewu is the current Vice President of Sporting for the U.S. Soccer Federation. A proactive manager with exceptional interpersonal and diplomacy skills, with the ability to create and maintain a positive and diverse work environment. Versed in domestic & international business development, sports science, marketing, and adept at managing concurrent objectives. Adept in making key decisions and working with other professionals to achieve goals and solve problems.

In 2015 founded ONYX Elite, LLC which is a health performance facility that focuses on fitness, nutrition, and performance growth, as well as health & human wellness programs that will maximize personal performance in individuals and select organizations. In addition to training and fitness, ONYX will also provide innovative nutrition strategies for its members and partners.

G.O. Global was a non-profit organization that empowered young people through the promotion of health, fitness, and wellness in their daily lives. We achieved this by cultivating environments that reinforce healthy behaviors, goal-oriented thinking, and positive self-worth among disadvantaged and under-served youth.



## MATTHEW EDWARDS, DEFENDER, ATLANTA UNITED

Matthew Edwards is a 22-year-old American defender for Atlanta United whose career embodies the modern evolution of American soccer history and the vibrant sporting culture of the Southeast. A native of Apex, North Carolina, Edwards represents the successful "full-circle" path of the domestic developmental pyramid: he progressed through the Atlanta United Academy and captained Atlanta United 2 before excelling at the University of North Carolina. His journey culminated in a Homegrown contract in June 2024, followed by a rapid ascent to a regular starting role at right-back during the 2025 season.

Edwards brings a unique cultural perspective to the game, rooted in a deep family legacy of athletic excellence. As the son of a Georgia Tech track standout and brother to three collegiate athletes, he views his professional platform through a lens of community and familial pride. He frequently highlights the importance of "Black families showing out" and staying level-headed amidst the pressures of professional sports. His entry into the Atlanta United system was also deeply communal, credited in part to the mentorship and support of teammate Jay Fortune's family.

Beyond his reputation for versatility and defensive grit, Edwards exemplifies the intellectual discipline of the modern athlete. Currently completing a degree in economics with future aspirations in the corporate finance world, he balances the physical rigors of Major League Soccer with a grounded, academic outlook. His story offers a compelling look at the intersection of local identity, community mentorship, and the professionalization of soccer in America.



## CHRISTA MANN, FOUNDER OF CMS CONSULTING

Christa Mann is a media and communications executive with more than 15 years of experience elevating the visibility of world-class athletes, national governing bodies, and professional teams, leagues, player-led coalitions, match officials, and executives. She is skilled at developing strategic publicity campaigns and enhancing brand reputation while cultivating media relationships and coverage through compelling storytelling, media events, press tours, thought leadership and broadcast opportunities. Mann has a strong track record of securing media placements across national television news, sports and morning shows, sports business, legacy newspapers, lifestyle publications, and trending, niche, women, and sport-specific outlets.

As a talent producer, she has expertise in scouting, hiring, managing and coaching play-by-play, color analysts, and sideline reporters for live sports telecasts.

Mann is a lifelong soccer player, who competed collegiately at Georgia State University before embarking on a professional soccer career with UMF Afturelding in the Icelandic Women's Premier League. She became the first international woman to garner Afturelding Player of the Year honors, which is annually awarded to the top overall athlete at the club.

An English and conversational Spanish speaker, Mann earned her BA in Journalism at Georgia State University and a Master of Sports Administration at Ohio University, along with several business and management certifications from McKinsey and Company.

Mann is a member of the National Association of Black Journalists, where she serves on the executive board of the Sports Task Force as Vice President of External Affairs. She also serves on the Board of Visitors for the GSU College of Arts & Sciences and on the Board for the GSU Panther Athletic Club.