



JENNIFER STORMS

CHIEF MARKETING OFFICER, NBC SPORTS GROUP

Jennifer 'Jenny' Storms was named chief marketing officer for NBC Sports Group in October 2015. She is responsible for all marketing efforts and consumer engagement strategies for NBC Sports Group assets, which include NBC Sports, NBC Olympics, NBCSN, Golf Channel, NBC Sports Regional Networks, NBC Sports Radio and NBC Sports Digital, and two transactional sports businesses, GolfNow and SportsEngine. Storms reports to

Mark Lazarus, Chairman, NBC Broadcasting & Sports.

Storms joined NBC Sports Group from PepsiCo, Inc., where she most recently served as senior vice president of global sports marketing. In that role, she was responsible for developing and implementing an integrated global sports strategy across PepsiCo's portfolio, including 22 flagship global billion-dollar brands. She also managed the relationships for PepsiCo's sports initiatives, including the NFL, MLB, NBA and NHL, as well as many team and player partnerships.

Previously, Storms led sports strategy and property management for PepsiCo-owned Gatorade, including league, team, influencer and athlete partnerships. She managed the brand's relationships with the NFL, NHL, NBA, WNBA, MLB, colleges, teams and other sports organizations, as well as athletes, including Michael Jordan, Derek Jeter, Peyton Manning, Serena Williams and many others.

Prior to joining PepsiCo in 2009, Storms served in various marketing and programming leadership positions at Turner Broadcasting System / Turner Sports in Atlanta. She held a succession of positions during her 14-year tenure with the company, culminating in her role as a senior vice president of Turner Sports Marketing & Programming. She began her career at the United States Olympic Committee, where she served as the International Games preparation liaison and lived in Mar Del Plata, Argentina, for the Pan American Games from 1994-1995.

For three consecutive years, Storms was named to SportsBusiness Journal's "Forty Under 40" list, earning her an induction into the award's Hall of Fame. In 2008, Storms was named one of the "Marketers of the New Generation" by Brandweek.

Storms is a graduate of Northwestern University, where she earned a bachelor's degree. Throughout her career, Storms has been a frequent guest speaker on Sports Marketing at the Northwestern University's Kellogg School of Management.