



LISA BAIRD

CHIEF MARKETING OFFICER, USOC

Lisa Baird was named chief marketing officer of the United States Olympic Committee in 2009. As the USOC's CMO, Baird directs the sales and marketing division and oversees marketing, corporate sponsorship and licensing, broadcast and digital media, events, and business affairs with National Governing Bodies. Since joining the USOC, she has signed more than \$700 million in U.S. sponsorship revenue and built a \$100M+ retail consumer products business. Team USA and the U.S. Olympic and Paralympic Teams are the leading sports brands in the United States with a corporate reputation and athlete ratings topping every other property. In 2012, the USOC was recognized as the League of the Year by *SportsBusiness Journal* for its business, organization and sports success.

Baird has created a number of event, media and marketing platforms including the successful "Road To" fan engagement program, annual Team USA Awards Program and a website integrating 25 National Governing Bodies and the fastest growing social fan base. In 2010, she created the Team USA brand successfully raising the awareness, engagement and profile of an umbrella brand that in 2016 achieved a top twenty ranking in digital engagement among all U.S. sports franchises. The growth of the U.S. Olympic Team Trials into one of the top nationally recognized sporting events has also been a focus of Baird's.

From 2005-07, Baird served as senior vice president of marketing and consumer products for the NFL, where she directed the league's consumer products, direct marketing, e-commerce, entertainment marketing and advertising programs. Baird also directed the launch of NFL Play60, a program encouraging kids' physical activity and was the marketing lead working with the New Orleans Saints to reopen the Super Dome after Katrina.

From 1999-2005, Baird worked at IBM, first as vice president of advertising and then as senior vice president of worldwide marketing communications. She led IBM's global marketing initiatives in more than 70 countries. She was responsible for the IBM e-business campaign, which won the 2006 Grand Effie award as well as numerous advertising, direct marketing and web awards. From 1993-99, Baird held a series of marketing positions at General Motors, Bristol Meyers Squibb, Johnson & Johnson and Procter & Gamble.

Baird has been honored as one of the top women in sports and business including WISE Woman of the Year in 2011, SBJ 2011 Game Changer and the 2012 Promax Sports Media Game Changer Award. In 2015 she was honored with the Alumni Fellow Award from her alma mater Penn State University and in 2016 she was named to the Board of Trustees of the Women's Sports Foundation.