



## **TJ ADESHOLA**

HEAD OF U.S. SPORT LEAGUE PARTNERSHIPS, TWITTER

TJ leads sports league partnership initiatives (U.S) on the content partnerships team at Twitter. He works closely with sports leagues and rights-holders to help them innovate, monetize, and drive reach and distribution of their content on Twitter.

TJ “joined the Twitter flock” in 2012, working in sales strategy assisting marketers in leveraging Twitter Products to achieve their brand objectives.

Prior to Twitter, TJ worked at the Worldwide Leader in Sports. During his four years at ESPN, he worked in production before eventually moving into sales operations supporting ESPN’s digital properties, including ESPN.com and WatchESPN.

TJ holds a M.A from the University of Georgia. He’s a member of MiS (Minorities in Sports) as well as various under-represented youth development programs, including Big Brothers and Big Sisters.