

NATIONAL FOOTBALL LEAGUE

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COMMUNICATIONS

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NFL NAMES JON SCHWARTZ SENIOR VICE PRESIDENT OF COMMUNICATIONS AND PUBLIC AFFAIRS

The National Football League has named **Jon Schwartz** Senior Vice President of Communications and Public Affairs. Schwartz joins the NFL from NASCAR, where he most recently served as Managing Director of Integrated Marketing Communications. He will start on January 7.

As Senior Vice President, Schwartz will lead the League's strategic communications, focusing on long-term brand and public relations strategies for a rapidly evolving media landscape. He will be responsible for driving alignment on internal and external communications strategies and executing programs to achieve communications objectives throughout the League and with key external stakeholders. Schwartz will be based at League headquarters in New York and will report to Jocelyn Moore, Executive Vice President, Communications and Public Affairs.

"Jon is a visionary leader who has successfully transformed communications at Fortune 500 companies and sports organizations alike," said Moore. "We are very excited to welcome Jon to the NFL team, where his strategic and creative expertise will help fuel innovations in how we communicate across the League as well as externally with fans, the media, business partners and in the community."

"I couldn't be more elated to join the NFL family," said Schwartz. "I look forward to collaborating with my new colleagues – both at the League and across the clubs – to help tell the League's story and add even more value for its stakeholders."

Schwartz has more than 20 years of corporate communications experience, including across a variety of sports organizations. At NASCAR, he helped lead the sanctioning body's transformation to a strategic communications model, with his team earning recognition as the PRWeek's "In-House Team of the Year" in 2015.

Prior to NASCAR, Schwartz held key communications roles at MasterCard and Bank of America. Earlier in his career, he built public relations departments for American Hockey League, Arena Football League and XFL teams. He also spent time on the agency side at Taylor working with sports sponsors such as Reebok, Castrol, Texaco and Purina.

In 2012, Schwartz was named to the PRWeek "40 Under 40" List. That same year, PR News recognized him as Corporate Social Responsibility Leader of the Year.

Schwartz is an adjunct professor at NYU in the Preston Robert Tisch Institute for Global Sport. As an advocate for disabled sports, he co-founded the NJ Dare Devils Special Hockey Team and currently serves on the board of the American Special Hockey Association.

Schwartz earned a Bachelor of Arts in Journalism from the University of Maryland. He resides in Park Ridge, NJ, with his wife, Danielle, and his three children: Allison (14) and twins Nicholas and Ryan (9).