

NATIONAL FOOTBALL LEAGUE

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COMMUNICATIONS

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NFL PROMOTES TRIO, FURTHER ENHANCING LEADERSHIP TEAM

Anderson, O'Reilly, Schroeder Elevated to EVP; Jurenka Appointed LA Office General Manager

The National Football League today announced several enhancements to its executive team to best position the League for future growth.

Renie Anderson becomes Chief Revenue Officer and Executive Vice President, NFL Partnerships. She will continue to report to **Brian Rolapp**, Executive Vice President, Chief Media and Business Officer. Anderson retains oversight of sponsorship, and consumer products and adds media sales to her portfolio of responsibilities. In her new role, Anderson will lead a team – with **Brian Matthews**, Senior Vice President, Media Sales reporting into her – that will further elevate our sales efforts by integrating our partner management and revenue generating capabilities across sponsors, retail licensees and now also advertisers. Also taking a new role reporting to Rolapp is Senior Vice President, Media Business Development **Kevin LaForce**, who will lead the Media Strategy and Business Development function that supports the NFL's media licensing businesses while continuing to lead the NFL's venture capital fund.

Peter O'Reilly becomes Executive Vice President, Club Business and League Events. He will be focused on driving Club Sales & Marketing operations while maintaining oversight of the League's world-class events like the Super Bowl and Draft as well as the NFL's 100th Season initiative. O'Reilly continues to report to Chief Operating Officer **Maryann Turcke**.

Hans Schroeder becomes Executive Vice President and Chief Operating Officer of NFL Media and will continue to report to Rolapp. Schroeder will oversee the NFL's Los Angeles office, home of the NFL Network and NFL Digital Media, as well as NFL Films in Mount Laurel, NJ. He will continue to lead NFL Network distribution and manage the NFL's relationships with its media partners as well as the strategy of how best to deploy the NFL's live games across media platforms.

David Jurenka is expanding his role to become General Manager of the Los Angeles operation in addition to his role as Senior Vice President Digital Media. Jurenka will be responsible for optimizing our media operations both today as well as the future, including relocating the media facility to the Los Angeles Stadium and Entertainment District at Hollywood Park. Jurenka will report to Schroeder. Senior Vice President **Mark Quenzel**, NFL Programming and Productions will report to Jurenka. **Ross Ketover**, Senior Vice President, NFL Films, continues in his role leading NFL Films reporting to Schroeder.

"As we expand the reach and scope of the NFL – while delivering the best possible product and experience to our fans around the world – it's critical that we continue to aggressively evolve the game, the business and how it is managed," said Turcke. "On the heels of a compelling and successful season, both on and off the field, these latest enhancements to our leadership team strategically position us for future growth and help set the stage for the next generation of leaders."

"The League has some of the most intriguing content and compelling assets anywhere," said Rolapp. "We also have some of the finest leadership talent across all sectors of business. These strategic moves complement

our unwavering efforts to deliver rich content to our fans when and where they're consuming it. They also make us even more nimble and better position us to help to drive incremental value for our commercial partners.”

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