

## Professional Bio for Erin Griffin



**Erin Griffin**  
**Vice President of Marketing & Communications, Riddell**  
**(Vice President of Communications, BRG Sports)**

Erin Griffin serves as Vice President of Marketing and Communications for Riddell. Her responsibilities include leading the company's integrated marketing efforts and all aspects of communications. She is a member of Riddell's executive leadership team and reports to the President and CEO, Dan Arment. Griffin is also Vice President of Corporate Communications for Riddell's parent company, BRG Sports.

Throughout her over nine years with Riddell and BRG Sports, Griffin has played an integral role navigating communications and marketing challenges associated with the brand and sport of football. Under Griffin's leadership, Riddell has been further positioned as the industry leader in football innovation, generated favorable media coverage and consumer sentiment, and built goodwill within the football community. Notable accomplishments include securing the company's first ever brand-ambassador, Peyton Manning, supporting the successful launch of the SpeedFlex helmet, introduction of Precision-Fit, Diamond, and InSite technologies, leading the USA Football partnership including the Protection Tour event series, and instituting Riddell's grassroots giveback program Smarter Football. With BRG Sports, Griffin has contributed to a series of divestures and acquisitions with responsibility for internal and external communications. Griffin joined Riddell in 2012 as media relations manager and has swiftly advanced having held a number of leadership positions within the communications and marketing functions.

Before Riddell, Griffin was an account director for Burson Cohn & Wolfe multinational integrated communications agency where she served corporate clients in consumer and sports marketing, food and beverage, healthcare, retail, and technology, among others. Highlights of her client work included managing RadioShack's consumer public relations programs, coordinating and implementing Corner Bakery Cafe's digital and social media strategy, leading the media relations and sports event activities in Austin for Nike and Hampton by Hilton, and supporting industry and influencer relations for Dell's healthcare and SMB business.

She began her career in football leading team public relations for the Arena Football League's Austin Wranglers. While with the Wranglers, Griffin also managed publicity activity for team part owner Deion Sanders.

Griffin has a bachelor's degree in business administration and communications, with a focus in marketing and public relations from Aquinas College, where she played collegiate soccer and was named an academic All-American. Outside of work, Griffin is married to Jean-Baptiste, bonus mom to Madison (13), and mom to dog Lucky.