

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, which is the senior-most position for these functions within the organization. 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 10 years with Riddell, Griffin has played an integral role in 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, transformed into a more customer-centric brand, 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 Axiom and SpeedFlex helmets, the introduction of Precision-Fit, Diamond, and InSite technologies, leading the company's partnership with the NFL's football development team, and instituting Riddell's grassroots giveback program Smarter Football.

Griffin joined Riddell in 2012 as the media relations manager and advanced swiftly, having held a number of leadership positions within the communications and marketing functions. Today, Griffin is on the executive team reporting to the CEO and leads communications efforts for Riddell's parent company, BRG Sports.

Previously, Griffin was an account director for Burson Cohn & Wolfe multinational integrated communications agency serving clients including Nike, Dell, Corner Bakery Cafe, and others. She began her career leading team public and community relations for the Arena Football League's Austin Wranglers. While with the Wranglers, Griffin also managed publicity for team part-owner and Pro Football Hall of Famer Deion Sanders.

Griffin has a bachelor's degree in business administration and communications, with a focus on marketing and PR, from Aquinas College, where she played collegiate soccer and was named an academic All-American.

Griffin is on the board of Special Spectators and is involved with the National Football Foundation. Outside work, she enjoys sports, traveling, and fitness, and is an avid dog lover. Griffin resides in Chicago and is married to Jean-Baptiste Jean, a bonus mom to Madison (14), and a mom to dog Lucky.

For more information, visit: [linkedin.com/in/erinegriffin](https://www.linkedin.com/in/erinegriffin)