

## JAMIE RILEY\_BIO

Jamie Riley's career trajectory showcases a steady progression from her beginnings as a Customer Service Representative to her current role as Chief Operating Officer of USA Football.

Jamie started her professional journey as a Customer Service Representative at Main Source Bank while she was pursuing her Bachelor of Science degree in public relations at Ball State University.

After graduating, Jamie moved on to CEDIA, where she initially served as the Public Relations & Marketing Coordinator. Over the course of 15 years, she advanced to the position of Senior Director of Public Relations, earning recognition as one of the Top 40 Under 40 in the industry. At CEDIA, she was responsible for overseeing the marketing strategy and execution for the largest residential home automation tradeshow and organization in the U.S as well as playing a critical role in enterprise level system implementations.

In December 2014, Jamie joined USA Football as the Director of Marketing. During her tenure, she led a comprehensive rebranding strategy for the organization, impacting all aspects of its operations.

After two years in the role of Director of Marketing, Jamie was promoted to Managing Director of Brand Experience. In August 2018, she assumed the position of Chief of Staff, where she handled strategic operations, human resources, information technology, and project management.

Jamie's expertise in various operational aspects of the organization led to her promotion to Chief Operating Officer. In this capacity, she provides critical support to the CEO, Board of Directors, and the organization's workforce of over 70 employees.

Jamie's career trajectory underscores her dedication, strategic acumen, and leadership skills, which have propelled her to increasingly senior roles within USA Football.