



**RAWLINGS SPORTING GOODS COMPANY, INC.**  
111 Westport Plaza Drive, Suite 1100  
St. Louis, MO 63146

## **Lindsey Naber Biography**

### **Senior Director of Marketing at Rawlings Sporting Goods**

A native St. Louisan and life-long baseball enthusiast, Lindsey Naber joined Rawlings 19 years ago out of the University of Missouri's well-known Journalism program. As an undergraduate specializing in advertising, Lindsey learned the ropes of the sports industry as an intern for the school's athletic department helping to execute marketing strategies for the baseball and softball teams and coordinating promotions for the football and basketball teams. After completing her studies, Lindsey accepted the position of Assistant Brand Manager at Rawlings and progressed to the Brand Manager role a short time later. In this role, she managed the various marketing activities for the Rawlings brand including advertising, digital marketing, social media, in-store merchandising, and public and community relations. In subsequent years, Lindsey was promoted to her current role as Director of Marketing assuming responsibility for all of Rawlings national marketing efforts with a heavy focus on the B2B segment. Lindsey primarily works with large retailers such as Dick's Sporting Goods, Amazon and Academy Sports as well as strategic partners such as MLB, Sony, Fanatics and ESPN, to ensure that the Rawlings brand is well-represented both online and on-field. In addition to her role as a marketer, Lindsey has served as an adjunct professor teaching sports marketing in the 'Rawlings Sport Business Management Program' at Maryville University since 2013. In her spare time, Lindsey enjoys volunteering for her local animal shelter, spoiling her rescue pup, Apollo, and catching plenty of St. Louis Cardinals baseball games!

