

MARK KOSKI, CMAA
CHIEF MARKETING OFFICER, NFHS
Vice President, NFHS Network

Mark Koski is a prominent figure in high school sports, known for his leadership at the NFHS for the past 17 years and the NFHS Network since it was established in 2013.

Appointed as the NFHS, Chief Marketing Officer and Vice President of the NFHS Network in 2020, he enhances high school sports visibility through effective marketing and live streaming services - ensuring that millions of students are showcased through the 900,000+ annual live games that are delivered through NFHSNetwork.com. Koski's efforts now provides the opportunity for millions of fans, who originally were unable to attend, now have a front row seat to the best game in town.... the high school game!

His marketing initiatives include established national campaigns such as #BecomeAnOfficial, #BenchBadBehavior and #MyReasonWhy, focusing on inspiring the next generation of participants, officials, and fans! With a background in sports education and degrees from the University of New Mexico, Koski brings a holistic vision to high school sports and performing arts.

Residing in Zionsville, Indiana with his wife Melinda and four children, he is dedicated to his career and family, striving to create a positive environment for youth in sports and education. Mark Koski's leadership and dedication have significantly impacted high school sports over the past 25 years at the school, state, and now national levels.