

John is VP of Marketing at Franklin Sports where he oversees all aspects of Franklin's Marketing including Creative, Partnerships, Media, PR, Social and Grassroots marketing. He is in his third year at Franklin following a 23-year stint at Reebok. At Reebok, John served as VP Sports Marketing, VP US Marketing and Merchandising and VP Global Marketing. In his career, John has worked on hundreds of partnership deals with athletes, teams, and leagues across all major sports. He has also overseen numerous marketing initiatives and product launches. He resides in Melrose, Massachusetts with his wife Mimi and he is the father of three, Abby, Jack, and Tim.